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# **ANNUAL REPORT**

**of the**

# **SOUTH CAROLINA**

# **EDUCATIONAL TELEVISION**

# **COMMISSION**

**For the Fiscal Year**  
**July 1, 1976 to June 30, 1977**

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**EDUCATIONAL TELEVISION**  
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**For The Fiscal Year**

**From July 1, 1976 to June 30, 1977**

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## I. INTRODUCTION

This report presents an in-depth study of the South Carolina Educational Television Commission, its goals, objectives and accomplishments of the past year.

Goals and objectives have been determined on the basis of demands being made for educational communications service by the citizens and agencies of the state of South Carolina. These demands for service, tempered by knowledge of past activities and existing resources for the production and transmission of educational materials, have been used as the basis for meeting these major objectives.

This report reflects the accelerated use of educational television and radio by all sectors of the population, and the ever-increasing effectiveness of both media. Educational television in South Carolina has truly come of age; the major elements of a long-planned, comprehensive educational communications system have been established, and services to the remaining unserved areas of the state are being provided on a carefully planned, systematic basis. Educational radio, although virtually in its infancy, has given dramatic evidence of its effectiveness in the public schools; and expansion of this service to new areas of the state is progressing on a systematic schedule.

Notwithstanding the many services provided to all levels of education by ETV, the agency's budget represents only 1.25 percent of the state's total education budget. ETV remains the most economical, effective, and often the only method for making many educational resources and services available to all schools in South Carolina. Through ETV, the state is better able to respond to educational problems and meet present and future needs — squarely, realistically and economically.

A national long-range task force recently completed work on a comprehensive plan for providing substantial national funding in support of educational television operations across the country. They turned to South Carolina for its past vision of ETV's potential to assist education at all levels. As major background information, they used the original South Carolina plan for ETV development. Once again, South Carolina's ETV system has been singled out as a model for others to imitate.

ETV has the opportunity to take advantage of its head start in development. By continuing with the systematic completion of the system, ETV can maintain its position of leadership and be in line to receive an optimum share of forthcoming national funding for support of ETV activities.

By moving ahead, ETV can also come much closer to meeting the greatly increased requests for use of the system coming from all levels of education. These requests are increasing rapidly, as the use of ETV has been accelerating at all levels.

In 1976-77, the use of ETV services by the public schools increased to a total course enrollment of 1,316,623 serving 295,312 individual students throughout the state. In the same year, total course enrollment for educational radio more than doubled last year's enrollment figures. Total course enrollment for this effective and inexpensive learning resource totaled 49,401 serving 20,277 individual students.

In other areas as well, ETV use increased both in numbers served and in the number and variety of courses offered. In 1976-77, 5,001 teachers took advantage of ETV's in-service educational opportunities, receiving college or certification credit or upgrading their skills without leaving their homes or schools.

Services to higher education included the offering of five "College Credit at Home" courses. Paralleling the famed British "Open University" concept, this service allows participants to further their college education without leaving their homes or interrupting their personal and professional lives. In addition, 64 college credit courses were offered through ETV's unique closed circuit network, including courses leading to Master's degrees in business administration and engineering and science, and other courses in business administration, education, mathematics and computer science, and government. Courses for advanced placement of high school students were also offered.

Improved and increased service to state agencies resulted in savings of hundreds of thousands of dollars to the state, through statewide conferences held over closed circuit which eliminated the travel and expenses normally associated with such meetings.

Continuing education services to the state's medical and paramedical personnel at all levels continued to be increased and upgraded, as did training and information services for other professional groups. The latter included law enforcement officers, business and industry, attorneys, and many other groups.

In 1976-77, ETV services expanded to include two important and innovative areas. Participation was begun in a long-term experiment in satellite transmission of programming, a project that

should have an enormous effect on the future of education — in the state, the nation and the world. Also in 1976-77, South Carolina became the second state in the nation to have a statewide weather information system, operated by the National Weather Service in conjunction with ETV. The service will be invaluable to South Carolina's citizens in providing round-the-clock broadcasts on current weather conditions for farmers, sportsmen and other individuals, as well as in giving emergency warnings whenever threatening weather conditions occur.

Both in the state and the nation, ETV continued to be recognized as a model for the future development and educational potential of television.



## II. HISTORY

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. **1957-58:** The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R. M. Jefferies, Jr. was chairman of the subcommittee that carried out this study. On March 11, 1958, that committee recommended that a pilot project be set up in one Columbia school.
2. **1958-59:** In the summer of 1958 a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public school ETV course enrollment: 300.
3. **1959-60:** Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment: 1,500.
4. **1960-61:** The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies, Jr. serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment: 3,300.
5. **1961-62:** ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment — 14,400.
6. **1962-63:** ETV course offerings increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools, and ten hospitals. Public school ETV course enrollment: 18,500.



7. **1963-64:** In September, the ETV Network signed on its first open circuit station, WNTV, in Greenville, with WITV in Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV course enrollment: 47,200.
8. **1964-65:** With the State in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment: 88,700.
9. **1965-66:** Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment: 116,300.
10. **1966-67:** The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the State's open circuit network. Public school ETV course enrollment: 172,900.
11. **1967-68:** WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mozingo, III of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington Counties. Public school ETV course enrollment: 194,000.
12. **1968-69:** On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in

Columbia. At this time, the national public broadcasting network was established interconnecting all ETV stations in the country and the South Carolina ETV Network became the feeder point for all ETV stations in this Southern section of the country. Public school ETV course enrollment: 327,420.

13. **1969-70:** Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg area. The nation's first live domestic satellite transmission was organized in Columbia by the S. C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV course enrollment: 472,362.
14. **1970-71:** The University of South Carolina in cooperation with the ETV Commission began a program of graduate study for South Carolina businessmen who wished to work toward an advanced degree in Business Administration. Classes were transmitted "live" over the ETV Network to thirteen receiving classrooms throughout South Carolina. Each receiving classroom had "talkback" facilities so that all students could have direct audio contact with the professor and/or other students. Students who qualified for admission to the program could complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs were being conducted for teachers and nurses and other programs were scheduled to begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the State. Public school ETV course enrollment: 476,186.
15. **1971-72:** System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the State. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously praised by its appraisers.

The Governor's Management Review Study Commission not only proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the State for both economic and educational reasons. It further recommended that new production and transmission headquarters facilities were required for efficient operation. Support of ETV was further evidenced by the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the State. ETV public school course enrollment: 515,949.

16. **1972-73:** The Network began operation of its FM educational radio network with the sign-on of WEPR in Greenville. This made possible the beginning of numerous services for blind and other handicapped South Carolinians. The closed circuit network was being expanded to 31 additional schools, higher education and other locations and 97 schools received increased multi-channel service. Local origination facilities, including studio and network programming capabilities, were created for the Columbia schools. Higher education institutions began receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment: 608,991.
17. **1973-74:** The S. C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter, and the General Assembly authorized \$2.2 million in bonds to further extend open circuit coverage. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically — 58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed of an Instructional Television Fixed Service in Florence County which serves 17 schools, 11 of which, prior to installation, received no closed circuit pro-



gramming. This new concept for transmission and reception of instructional television allowed many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative quinmester program in the Rock Hill area. Public School ETV course enrollment: 783,938.

18. **1974-75:** The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction on the production facilities to produce programs for those stations and the regional distribution centers of the closed circuit network in their respective areas of the State. The local tape and delay center for rebroadcasting instructional programs for the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500MHz system constructed the year before and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a second channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools, and 21 schools were connected to the network which had never previously received any closed circuit service. In summary, closed circuit service was upgraded in 192 schools throughout the State. The most dramatic increases in ETV services were in the field of Higher Education. Five open circuit courses were offered for college credit at home and more than 50 full credit courses were offered on closed circuit. Improved and increased service to State agencies resulted in well over a million dollars in savings to the State through state-wide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV. Public school course enrollment alone increased by 23.5% over the previous year. Public School ETV Enrollment: 968,411.
19. **1975-76:** WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort signed on in early September as the first of a series of additional S. C. ETV program outlets with local production studios provided by local communities. In addition, local funding was approved for studio facilities in Rock Hill, Spartanburg, Conway and Aiken, with construc-

tion complete at York TEC in Rock Hill. In the field of higher education, 5,205 were enrolled in one of over 60 college credit courses offered over the ETV closed circuit or broadcast facilities. Educational radio services expanded dramatically with 20 Instructional Radio courses offered for the first time beginning in February. Over 10,000 students were enrolled in these classroom courses. Radio service was also expanded to include transmitting stations WMPR-FM from Sumter, and WLTR-FM from Columbia. A total of 178 products were produced for 34 state agencies and seven state associations at notable out-of-pocket savings to the state. Programming for the medical profession rose to 10 hours per week. STUDIO SEE, a S. C. ETV-produced program series for adolescents, was selected as one of the 28 programs to be presented nationally in the 1976-77 season by the Public Broadcasting Service. Eighty Instructional Television courses were offered for the public schools with an enrollment of 1,097,032.

20. **1976-77:** Federal Communications Commission approval was received for the Rock Hill television and radio stations to operate on UHF Channel 30 and FM 88.9 megahertz; with a Federal grant from HEW, the Network was able to begin planning equipment purchases. Construction of a transmitting tower for Rock Hill was scheduled to begin in the summer of 1977, with a projected sign-on of January 1978. In December 1976, South Carolina became the second state in the nation to have a statewide weather information system, operated by the National Weather Service in conjunction with ETV. Transmitted from six ETV stations, the service provides round-the-clock broadcasts and emergency warnings on current weather conditions. ETV began participation in an experiment with the Southern Educational Communications Association (SECA) to explore the use of satellite transmission for educational communications. Using a NASA Communications Technology Satellite (CTS), ETV programs will be transmitted from Columbia to stations in 15 states. In January 1977, the S. C. ETV series STUDIO SEE began broadcasts nationwide on over 200 member stations of the Public Broadcasting Service. Designed for youngsters aged 10-15, the series received an endorsement from the National Education Association as "recommended viewing" and was selected for a second season of broadcast on PBS (beginning in 1978). LOWELL THOMAS REMEMBERS II, produced by SECA through the facilities of S. C. ETV, also began



airing nationwide. AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, a series produced by the S. C. Educational Radio Network through a grant from the National Endowment for the Arts and aired nationwide on National Public Radio, was the recipient of a coveted George Foster Peabody Broadcasting Award, the only public radio production to be so honored during the year. S. C. ETV participation became an integral part of the first American Spoleto Festival, held in Charleston in May-June 1976. In addition to providing South Carolinians with nightly coverage of this milestone cultural event, ETV produced a preview of the festival for nationwide broadcast and videotaped Gian Carlo Menotti's opera, *The Consul*, which was scheduled for nationwide broadcast in 1978 as a GREAT PERFORMANCE SPECIAL. Twenty instructional radio courses were offered during the 1976-77 school year. The growing enthusiasm of teachers for this relatively new learning resource was evidenced by a dramatic increase in utilization: Over one-fourth of all schools in the coverage area reported active use of instructional radio, and over 20,000 students were enrolled in radio courses — almost double the utilization figure for 1975-76. In the field of higher education, ETV broadcast 64 college credit courses, enrolling 4,063 students. Station WRJA in Sumter produced two courses for Winthrop College, bringing its total to five such courses, which are broadcast over CATV in Rock Hill. Approximately 720 medical programs were distributed over ETV to teaching hospitals; 34 programs were produced with TEC. The number of state agencies being served by ETV almost doubled, with projects produced for 61 percent of all agencies. Ninety-four instructional television courses were offered for the public schools, with an enrollment of 1,316,623.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all the citizens of the State. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening, and diversifying educational opportunities for all South Carolinians, irregardless of age, educational level or location. The Commission and its Network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.



### III. UTILIZATION AND SERVICES PROVIDED

#### Summary of ETV's Purposes and Services

The ETV Commission was created to provide comprehensive educational opportunities to all citizens of South Carolina.

Television provides the state with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the state's educational system and can reach all geographic areas. In this way, the best possible educational opportunities are distributed to the widest possible population.

In addition, the ETV Commission is charged with applying other telecommunications systems to the state's educational objectives.

Among the major areas of service of the Commission are the following:

**Preschool Education**

**Instructional Television and Radio for the Public Schools**

**Teacher Staff Development Education**

**Medical Education**

**Law Enforcement Education**

**Other Continuing Professional Education**

**Business and Industrial Training**

**Higher Education**

**Education of Children at Home**

**Informational, Cultural and Public Affairs Programming**

**Special Educational Programming for the Handicapped**

In 1976-77, ETV provided services as follows:

Public Schools (295,312 Individuals in 94 TV Courses)

Total Course Enrollment ..... 1,316,623

Public Schools (20,277 Individuals in 20 Radio Courses)

Total Course Enrollment ..... 49,401

Staff Development Education for Teachers ..... 5,001

College Credit Enrollment ..... 4,063

Medical Professionals ..... 15,000

Business and Industrial Supervisors ..... 65,000

Law Enforcement Officers (monthly) ..... 3,500

Basic Adult Education ..... 19,742

**All for 1.25 percent of the state's educational budget.**

## Public School Utilization

### Instructional Television

<b>Total Course Enrollment*</b>	
1972-1973 .....	608,991
1973-1974 .....	783,938
1974-1975 .....	968,411
1975-1976 .....	1,097,032
1976-1977 .....	1,316,623
<b>Individual Student Enrollment**</b>	
1972-1973 .....	215,477
1973-1974 .....	234,513
1974-1975 .....	253,029
1975-1976 .....	272,171
1976-1977 .....	295,312
<b>Total Schools Using</b>	
1972-1973 .....	806
1973-1974 .....	809
1974-1975 .....	843
1975-1976 .....	844
1976-1977 .....	886

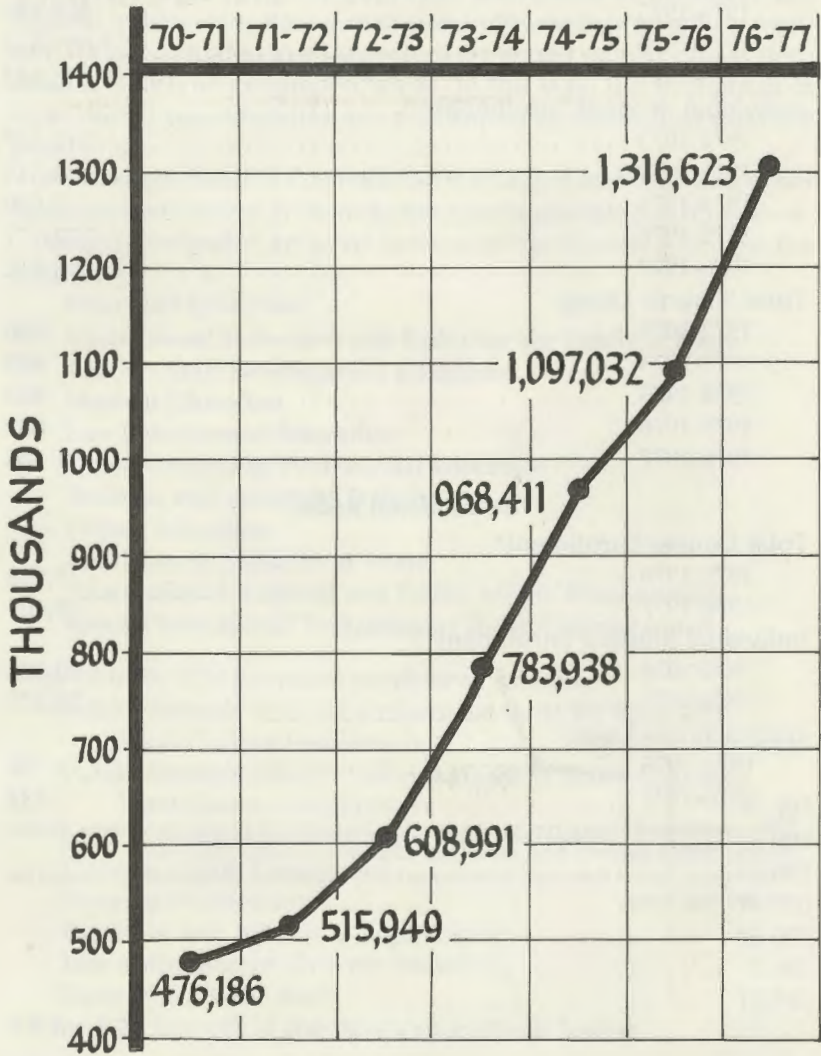
### Instructional Radio

<b>Total Course Enrollment*</b>	
1975-1976 .....	23,938
1976-1977 .....	49,401
<b>Individual Student Enrollment**</b>	
1975-1976 .....	10,502
1976-1977 .....	20,277
<b>Total Schools Using</b>	
1975-1976 .....	92
1976-1977 .....	232

\*This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

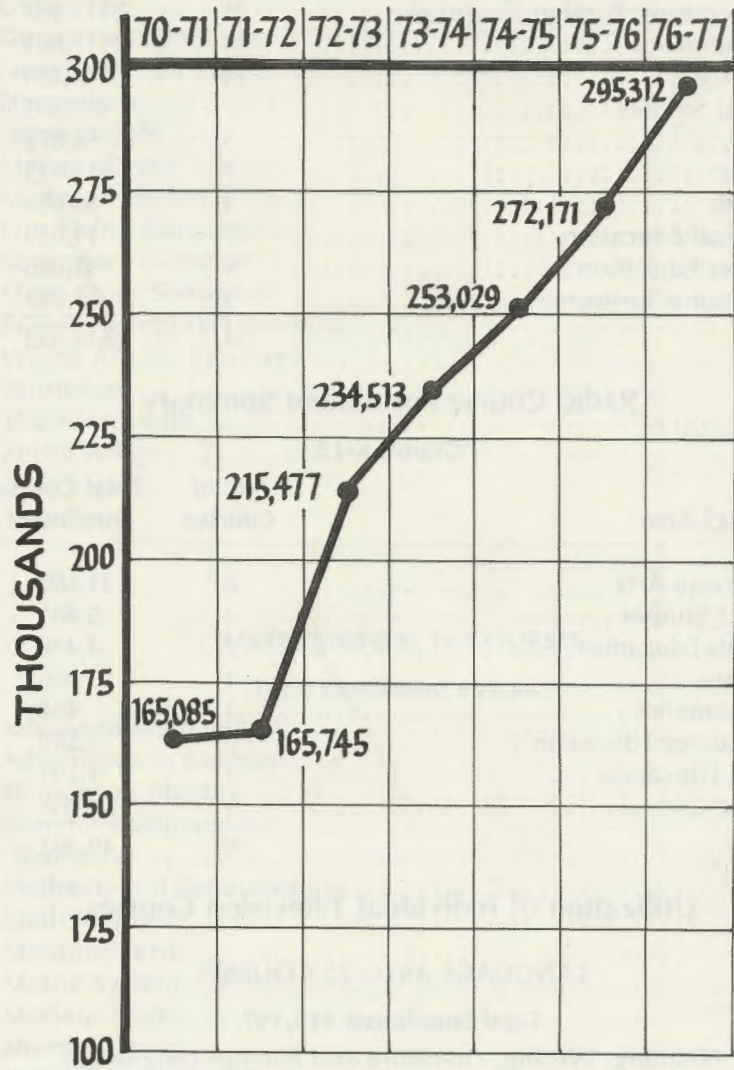
\*\*This figure counts the student only one time, regardless of how many courses he or she may view.

# COURSE ENROLLMENT





# INDIVIDUAL STUDENT ENROLLMENT



## Television Course Enrollment Summary

### Grades K-12

Subject Area	No. of Courses	Total Course Enrollment
Language Arts (Reading, Writing, Literature, Foreign Languages) . . . . .	25	413,197
Mathematics . . . . .	14	117,861
Science . . . . .	14	178,138
Social Studies . . . . .	17	288,461
Art . . . . .	5	35,872
Music . . . . .	7	115,423
Health . . . . .	4	98,665
Physical Education . . . . .	1	11,059
Career Education . . . . .	4	43,660
Additional Resources . . . . .	3	14,287
	94	1,316,623

## Radio Course Enrollment Summary

### Grades K-12

Subject Area	No. of Courses	Total Course Enrollment
Language Arts . . . . .	8	31,660
Social Studies . . . . .	4	5,481
Health Education . . . . .	2	4,478
Science . . . . .	1	950
Mathematics . . . . .	1	484
Consumer Education . . . . .	2	3,289
Drug Education . . . . .	1	1,193
Music . . . . .	1	1,866
	20	49,401

## Utilization of Individual Television Courses

### LANGUAGE ARTS: 25 COURSES

#### Total Enrollment 413,197

(Reading, Writing, Literature and Foreign Languages)

About Books: Intermediate . . . . .	23,531
About Books: Primary . . . . .	38,729
Bill Martin . . . . .	6,745

Contemporary Poetry .....	2,631
Cover to Cover I .....	38,416
Cover to Cover II .....	32,802
The Electric Company .....	67,988
En Francais .....	2,282
Franklin to Frost .....	4,528
Getting the Word .....	26,942
Guten Tag .....	564
Guten Tag, Wie Gehts .....	272
How Can I Tell You .....	7,144
Humanities .....	7,674
Letter People .....	38,046
Matter of Fact .....	7,439
Matter of Fiction .....	11,577
Our Living Language .....	12,222
Secondary Grammar .....	14,340
Short Story Showcase .....	11,878
Survey of English Literature .....	4,411
Words Are for Reading .....	13,960
Wordshop .....	7,199
The Wordsmith .....	18,878
Zebra Wings .....	12,999

## MATHEMATICS: 14 COURSES

**Total Enrollment 117,861**

Advanced Mathematics .....	226
Adventures in Mathematics .....	9,168
Elementary Algebra .....	856
General Mathematics .....	1,701
Geometry .....	1,744
Mathematical Relationships .....	5,729
Math Matters .....	5,926
MeasureMetric .....	8,314
Metric System .....	27,037
Modern Math .....	5,434
Number Train .....	25,028
Patterns in Arithmetic 3 .....	9,539
Patterns in Arithmetic 4 .....	5,479
Potpourri .....	11,680



## SCIENCE: 14 COURSES

**Total Enrollment 178,138**

All About You .....	45,678
Animals & Such .....	20,652
Biology and Ecology .....	13,685
Chemistry .....	1,697
Hands On — Level I .....	4,823
Hands On — Level II .....	2,797
Hands On — Level III .....	2,162
Life Science .....	22,669
Natural Science Specials .....	11,536
Physical Science .....	2,639
Process and Proof .....	7,708
Search for Science .....	22,156
The Universe & I .....	6,804
What On Earth? .....	13,132

## SOCIAL STUDIES: 17 COURSES

**Total Enrollment 288,461**

America .....	15,523
America Counts .....	11,853
Bill of Rights .....	9,933
Government-Politics-Citizenship .....	7,769
Let's See America .....	23,828
Lowell Thomas Remembers .....	7,686
Odyssey .....	3,419
Old World Background .....	24,095
Ourstory .....	7,568
Ripples .....	35,675
Sandlapper's Corner .....	39,435
South Carolina History .....	17,716
Truly American .....	21,227
Understanding Our World .....	16,911
Under the Blue Umbrella .....	14,802
United States History .....	17,843
Why .....	13,178

## ART: 5 COURSES

**Total Enrollment 35,872**

Art America .....	2,340
Art and You .....	17,692

For the Love of Art .....	3,556
Images and Things .....	10,420
Meet the Arts .....	1,864

**MUSIC: 7 COURSES**

**Total Enrollment 115,423**

Experiences in Music .....	11,533
Time for Sounds 1 .....	21,413
Time for Sounds 2 .....	13,713
Time for Sounds 3 .....	10,289
Time for Sounds 4 .....	6,338
Time for Sounds 5 .....	6,620
Christmas Specials .....	45,517

**HEALTH: 4 COURSES**

**Total Enrollment 98,665**

Conrad .....	16,420
Inside/Out .....	40,249
Mulligan Stew .....	19,004
Self Incorporated .....	22,992

**PHYSICAL EDUCATION : 1 COURSE**

**Total Enrollment 11,059**

Ready? Set . . . Go! .....	11,059
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**CAREER EDUCATION: 4 COURSES**

**Total Enrollment 43,660**

Bread & Butterflies .....	24,592
Careers .....	11,539
Consumer Survival Kit .....	5,641
Workshop Hints .....	1,888

**ADDITIONAL RESOURCES: 3 COURSES**

**Total Enrollment 14,287**

Psychology 101 .....	1,157
Sportsmanlike Driving .....	2,061
Vegetable Soup .....	11,069

## Utilization of Individual Radio Courses

### LANGUAGE ARTS: 8 COURSES

#### Total Enrollment 31,660

Act it Out .....	1,738
American Folk Tales .....	5,988
Conversations with Will Shakespeare and Certain of His Friends .....	311
Learn to Listen .....	4,399
Listening/4 .....	3,789
Meet Barney Bookworm .....	4,951
The Spider's Webb .....	7,946
We're All Ears .....	2,538

### SOCIAL STUDIES: 4 COURSES

#### Total Enrollment 5,481

Inquiry: The Justice Thing .....	1,022
Makers of the American Revolution .....	1,450
Our American Leaders .....	1,280
Who Are the Americans? .....	1,729

### HEALTH EDUCATION: 2 COURSES

#### Total Enrollment 4,478

Healthy, Happy and Wise .....	2,705
Healthy, Well-Fed and Wise .....	1,773

### SCIENCE: 1 COURSE

#### Total Enrollment 950

Twentieth Century Science .....	950
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### MATHEMATICS: 1 COURSE

#### Total Enrollment 484

Mathematics Plus .....	484
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### CONSUMER EDUCATION: 2 COURSES

#### Total Enrollment 3,289

Whatcha See Is Whatcha Get .....	1,796
Wise Choices .....	1,493



## DRUG EDUCATION: 1 COURSE

Total Enrollment 1,193

Tools ..... 1,193

## MUSIC: 1 COURSE

Total Enrollment 1,866

Music Is ..... 1,866

## Instructional Television

### Courses by Grade Level

#### PRESCHOOL

Ripples

#### GRADE 1

The Letter People  
Words Are for Reading  
About Books: Primary  
How Can I Tell You  
Number Train  
Ripples  
Just Wondering  
Art & You  
Time for Sounds 1  
Ready? Set . . . Go!  
Hands On  
Under the Blue Umbrella

#### GRADE 2

Words Are for Reading  
About Books: Primary  
How Can I Tell You  
The Electric Company  
Adventures in Mathematics  
All About You  
Ripples  
Art & You  
Time for Sounds 2  
Ready? Set . . . Go!  
Hands On  
The Wordshop

#### GRADE 3

Words Are for Reading  
About Books: Primary  
How Can I Tell You  
The Electric Company  
Adventures in Mathematics

All About You  
Animals & Such  
Sandlapper's Corner  
Art & You  
Time for Sounds 3  
Ready? Set . . . Go!  
Hands On  
The Wordshop

#### GRADE 4

How Can I Tell You  
The Electric Company  
Cover to Cover I  
Bill Martin  
About Books:  
Intermediate  
Patterns in Arithmetic 4  
Mathematical Relationships  
Animals & Such  
Search for Science  
America Counts  
Understanding Our World  
For the Love of Art  
Images & Things  
Time for Sounds 4  
Mulligan Stew  
Inside/Out  
Bread & Butterflies  
Our Living Language  
Measuremetric  
Odyssey  
Truly American

#### GRADE 5

How Can I Tell You  
Cover to Cover I  
Cover to Cover II  
Bill Martin

About Books:

Intermediate  
Zebra Wings  
The Wordsmith  
Mathematical Relationships  
Potpourri  
Modern Math  
Math Matters  
The Metric System  
Search for Science  
America Counts  
Understanding Our World  
Let's See America  
For the Love of Art  
Images & Things  
Time for Sounds 4  
Time for Sounds 5  
Mulligan Stew  
Inside/Out  
Self Incorporated  
Bread & Butterflies  
Our Living Language  
Measuremetric  
Odyssey  
Truly American

#### GRADE 6

How Can I Tell You  
Cover to Cover II  
Bill Martin  
About Books:  
Intermediate  
Zebra Wings  
The Wordsmith  
Getting the Word  
Mathematical Relationships  
Potpourri

Modern Math  
Math Matters  
The Metric System  
Search for Science  
Process and Proof  
America Counts  
Understanding Our World  
Let's See America  
For the Love of Art  
Images & Things  
Time for Sounds 5  
Mulligan Stew  
Inside/Out  
Self Incorporated  
Bread & Butterflies  
Our Living Language  
Measuremetric  
Odyssey  
Truly American  
Ourstory  
Conrad

#### GRADE 7

Zebra Wings  
The Wordsmith  
A Matter of Fiction  
Getting the Word  
A Matter of Fact  
Contemporary Poetry  
Potpourri  
Modern Math  
Math Matters  
The Metric System  
Life Science  
America Counts  
Let's See America  
Old World Background  
Images & Things  
Experiences in Music  
Mulligan Stew  
Inside/Out  
Self Incorporated  
Bread & Butterflies  
Truly American  
Ourstory  
Conrad  
Consumer Survival Kit

#### GRADE 8

Zebra Wings  
The Wordsmith  
A Matter of Fiction  
Getting the Word  
A Matter of Fact  
Contemporary Poetry  
Potpourri  
Modern Math  
Math Matters

The Metric System  
What on Earth?  
Natural Science Specials  
Let's See America  
Old World Background  
South Carolina History  
America Counts  
Meet the Arts  
Experiences in Music  
Self Incorporated  
Workshop Hints  
Careers  
Truly American  
Ourstory  
Conrad  
Consumer Survival Kit  
The Universe & I

#### GRADE 9

Getting the Word  
A Matter of Fact  
Contemporary Poetry  
Humanities  
En Français  
General Mathematics  
Elementary Algebra  
America Counts  
Why!/1977  
Old World Background  
Government-Politics-  
Citizenship  
America  
America Counts  
Meet the Arts  
Experiences in Music  
Workshop Hints  
Careers  
Sportsmanlike Driving  
Ourstory  
Consumer Survival Kit  
Bill of Rights  
Art America  
Secondary Grammar

#### GRADE 10

Getting the Word  
A Matter of Fact  
Contemporary Poetry  
Humanities  
Franklin to Frost  
Guten Tag  
En Français  
General Mathematics  
Elementary Mathematics  
Geometry  
Biology and Ecology  
America Counts

Why!/1977  
Old World Background  
Government-Politics-  
Citizenship  
America  
United States History  
Meet the Arts  
Experiences in Music  
Workshop Hints  
Careers  
Sportsmanlike Driving  
Secondary Grammar  
Ourstory  
Bill of Rights  
Consumer Survival Kit  
Lowell Thomas  
Remembers  
Art America  
Guten Tag, Wie Gehts

#### GRADE 11

Getting the Word  
Contemporary Poetry  
Humanities  
Franklin to Frost  
Guten Tag  
Geometry  
America Counts  
Why!/1977  
Old World Background  
Government-Politics-  
Citizenship  
America  
United States History  
Meet the Arts  
Experiences in Music  
Workshop Hints  
Careers  
Sportsmanlike Driving  
Psychology 101  
Secondary Grammar  
Ourstory  
Bill of Rights  
Consumer Survival Kit  
Lowell Thomas  
Remembers  
Art America  
Guten Tag, Wie Gehts  
Survey of English  
Literature  
Short Story Showcase

#### GRADE 12

Getting the Word  
Contemporary Poetry  
Humanities  
Advance Mathematics  
for High School

America Counts  
Why! / 1977  
Old World Background  
Government-Politics-  
Citizenship  
Meet the Arts  
America  
Experiences in Music

Workshop Hints  
Careers  
Sportsmanlike Driving  
Psychology 101  
Secondary Grammar  
Ourstory  
Bill of Rights  
Consumer Survival Kit

Lowell Thomas  
Remembers  
Art America  
Guten Tag, Wie Gehts  
Survey of English Literature  
Short Story Showcase

## Instructional Radio Courses by Grade Level

### PRESCHOOL

Healthy, Well-Fed & Wise  
We're All Ears  
Music Is . . .

### GRADE 1

Healthy, Well-Fed & Wise  
Healthy, Happy & Wise  
We're All Ears  
Wise Choices  
Tools  
Music Is . . .

### GRADE 2

Healthy, Well-Fed & Wise  
Healthy, Happy & Wise  
We're All Ears  
Mathematics Plus  
Wise Choices  
Tools  
Music Is . . .

### GRADE 3

Healthy, Well-Fed & Wise  
Healthy, Happy & Wise  
The Spider's Web  
We're All Ears  
Mathematics Plus  
Wise Choices  
Tools  
Music Is . . .

### GRADE 4

Act It Out  
American Folk Tales  
Learn to Listen  
Listening/4  
Meet Barney Bookworm  
The Spider's Web

Makers of the American  
Revolution  
Our American Leaders  
Who Are the Americans?

### GRADE 5

Act It Out  
American Folk Tales  
Learn to Listen  
Listening/4  
Meet Barney Bookworm  
The Spider's Web  
Makers of the American  
Revolution  
Who Are the Americans?

### GRADE 6

Act It Out  
American Folk Tales  
Learn to Listen  
Listening/4  
Meet Barney Bookworm  
The Spider's Web  
Makers of the American  
Revolution  
Who Are the Americans?  
Twentieth Century  
Science  
Whatcha See Is Whatcha  
Get

### GRADE 7

The Spider's Web  
Makers of the American  
Revolution  
Who Are the Americans?  
Twentieth Century  
Science

Whatcha See Is Whatcha  
Get

### GRADE 8

Makers of the American  
Revolution  
Who Are the Americans?  
Twentieth Century  
Science  
Whatcha See Is Whatcha  
Get

### GRADE 9

Conversations with Will  
Shakespeare and Cer-  
tain of His Friends  
Inquiry: The Justice Thing  
Makers of the American  
Revolution

### GRADE 10

Conversations with Will  
Shakespeare and Cer-  
tain of His Friends  
Inquiry: The Justice Thing

### GRADE 11

Conversations with Will  
Shakespeare and Cer-  
tain of His Friends  
Inquiry: The Justice Thing

### GRADE 12

Conversations with Will  
Shakespeare and Cer-  
tain of His Friends  
Inquiry: The Justice Thing



## **Staff Development Education for Teachers**

A major facet of ETV's continuing effort involves providing a wide range of in-service educational opportunities for teachers which they can avail themselves of in their own schools and homes. Many of these courses are available for college and certification credit.

The results of an independently-conducted teacher attitude survey show conclusively that South Carolina teachers have a very positive attitude toward using ETV, and this attitude is reflected in the increasing number of teachers who have utilized Staff Development courses to improve their teaching skills. In 1976-77, 5,001 teachers took continuing professional education courses on ETV.

Each school day from 3:00-4:30 p.m., ETV schedules staff development programs which are directly related to classroom series, series for certification or university credit, or educational programs of special interest. Several offices of the Department of Education used television and the telephone talkback facilities for training of specific personnel. Other assistance to the Department of Education included on-site playing of programs by VTR machine at conferences, and other special programming designed to meet individual teacher education needs.

ITV begins its telecast school year with ITV Preview Weeks, which include previews of all courses as well as staff development programs. Each month's daily staff development program schedules are sent in advance to all principals for posting and notification of teachers.

Staff Development resources for 1976-77 included:

### **College Credit**

**HEALTH EDUCATION FOR TEACHERS.** Taught by Dr. Murray Vincent and offered as a college credit course by the University of South Carolina in cooperation with the State Department of Education. Drug education is a major topic in the course.

### **Certification Credit**

**THE TEACHING OF ELEMENTARY MATHEMATICS.** Developed by the National Council of Teachers of Mathematics. Lays the foundation for classroom success through teacher-to-teacher talks, variously illustrated, and through classroom demonstrations.

**EARTH SCIENCE.** For educators who are preparing to teach earth science. Improves their ability to lead students to a greater

understanding of the planet, in terms of its resources, formative and destructive processes, history and probable future. Teachers who participate in an organized class receive three hours certification renewal credit.

**BASIC EDUCATION: TEACHING THE ADULT.** Designed to qualify each participant for three hours certification credit. Lessons cover such diverse areas as curriculum planning, teaching techniques, diagnostic methods, evaluation techniques, available resources, student role playing and counseling.

### **Guidance in the Classroom**

**ADLERIAN COUNSELING THEORY:** Principals and techniques of Adlerian psychology. 60 min., Francis X. Walton.

**BEHAVIOR MODIFICATION.** Demonstration of techniques that can be used in the classroom to achieve modified student behavior. 30 min., John Halfacre and staff.

**BREAD & BUTTERFLIES.** See description under "Orientation Programs."

**CHILDREN LEARNING DISABILITIES.** The problems of identifying children with speech disorders and reading handicaps are stressed. 60 min., Sylvia Richardson.

**CLASSROOM CLIMATE.** Presents techniques for improving classroom climate and the need for the development of teacher behaviors for accomplishing this. 30 min., Harry Wong, Leon Lessinger.

**ESTABLISHING AND MAINTAINING DISCIPLINE.** Acquaints viewers with William Glasser's approach to discipline in schools, promotes discussion. 50 min.

**INSIDE/OUT:** See description under "Orientation Programs."

**MOTIVATION.** Presents ideas that can be adapted to any situation for the improvement of students' achievement motivation. 30 min., Harry Wong.

**SELF CONCEPT I and II.** Program I defines self concept, how it develops, and explores its meaning to the teacher in the classroom. 30 min. Program II centers on the self concept in its relationship to actual teaching practices. 20 min., Ira J. Gordon, William Purkey.

**TEACHING AS THE FINE ART OF ASKING QUESTIONS.** Stimulates the desire to know more about asking questions; explores the role of questions in the teaching-learning process. 30 min., Harry Wong.

**THE CHALLENGE OF CHANGE, Parts I and II.** A seminar on Human Relations suitable for faculty and PTA groups coping with integration problems. 30 min. each, Dudley Flood.

### **Innovative Practices in Education**

**CHARLIE AND THE GOLDEN HAMSTER.** Guiding concepts for non-graded elementary schools. 15 min.

**IGE IN THE ELEMENTARY SCHOOLS.** A visit with a significant IGE educator. 30 min., William Klenke.

**LEARNING THROUGH INQUIRY.** Demonstration of an inquiry technique for improving learning using four member groups. 22 min.

**ONE AT A TIME TOGETHER.** Overview of individually guided education for staff and lay audiences. 25 min.

**OPEN EDUCATION.** Concerned with concepts, alternatives and developments in this field. 60 min., John Bremer.

**PARTNERS IN PROGRESS.** Documents a Title II project entitled "The Multi-Media Approach to Learning" in operation in Greenville. 15 min.

**THE BRITISH INFANT SCHOOL — SOUTHERN STYLE.** Presents an individualized K-3 program in a Lenoir, N. C. school, adapted from the British model for early childhood education. 30 min.

**THEY CAN DO IT.** Depicts a gradual change from a traditional first grade classroom to an individualized approach through use of learning centers. 34 min.

**WHAT'S NEW AT SCHOOL.** A comparison of the traditional teacher-directed elementary schoolroom versus the "open classroom" situation where student-centered learning is encouraged. 45 min.

**DESIGNS FOR DIFFERENCES.** A Teacher Training series of six 30-minute programs on the individualization of instruction. Topics include: Montessori, IPI-IGE, Varying Techniques, and Special Labs.

### **ITV Utilization**

**ITV — EDUCATION'S SPECIAL DELIVERY.** Orientation to the activities of ITV, from program development to utilization in S. C. schools, structure of ITV and role of ETV defined. A "must" for new ITV Building Coordinators. 30 min.

**ROLE OF THE CLASSROOM TEACHER IN ITV.** 30 min.

**THE FOURTH NETWORK (ITV).** Defines ETV and Public Broadcasting as a mass communications tool. 30 min.

**TV TECHNIQUES FOR TEACHERS.** 25 min.



### **Orientation Programs on ITV Resources**

- BREAD & BUTTERFLIES. Introduces users to the series with an overview of selected lessons, pertinent facts and philosophy, and suggests utilization strategies for the classroom. 15 min.
- GETTING THE WORD. A two-part teacher orientation program designed to help make the best of the reading series. Part I is *Setting Up the Reading Club* (20 min.). Part II covers diagnosis and instruction. 30 min.
- IMAGES AND THINGS. Three 30-minute programs which look at ways teachers can create environments that allow children to learn and grow through aesthetic experiences.
- INSIDE/OUT. Emphasizes the relationship of the teacher to the success of the series and demonstrates such activities as role-playing, socio-dramas, and visual communications as possible catalysts for spontaneous classroom interaction. 30 min.
- READY? SET . . . GO! Orientation program on the content, instructional procedures and preparation for the television lesson. 20 min.
- RIPPLES. Three 30-minute programs which provide visual preparation and suggestions for what will appear on the TV screen.
- TIME FOR SOUNDS. Eight 30-minute programs which present the most recent trends in teaching the basic objectives of music in the elementary grades.

### **Subject Area Programs**

- HAPPINESS IS LITERACY. (Library Science, Reading). For teachers at all grade levels dealing with functional illiteracy. 60 min., Daniel Fader.

## **Higher Education**

### **Summary**

During 1976-77, the South Carolina ETV Network broadcast sixty-nine college credit courses over its open and closed circuit (CCTV) systems. Teachers and the public in general could obtain a total of twelve hours of college credit through at-home study/viewing of ETV courses, offered through the University of South Carolina and South Carolina State College. ETV also broadcast sixty-four college credit courses over its closed circuit system for the University of South Carolina. Included in these offerings were Master's degree programs in Business Administration and in Engineering.

In 1976-77, 4,063 students were enrolled in these open and closed circuit courses. The following is a breakdown of offerings and enrollment:

### **College Credit at Home (Open Circuit)**

5 courses — 3 credit hours each

Teacher as Manager (Education) ..... 25 lessons

Reading: The Road to Understanding (Education) .... 25 lessons

And Then There Were Thirteen (History) ..... 20 lessons

Issues Among Nations (Government) ..... 24 lessons

**Total Enrollment: 536**

### **Closed Circuit College Credit**

#### **MASTER'S DEGREE IN BUSINESS ADMINISTRATION**

17 courses — 3 credit hours each, unless otherwise indicated

Quantitative Methods I ..... 30 course hours

Quantitative Methods II ..... 30 course hours

European Economic Development ..... 30 course hours

Contemporary Issues of Office Administration . 30 course hours

Organization & Administration of Secretarial

Internship Programs ..... 30 course hours

Financial & Managerial Accounting (5) ..... 30 course hours

Management of Employment Benefit Programs . 30 course hours

Theory and Analysis of Consumer Behavior .... 30 course hours

Financial Politics ..... 30 course hours

Real Estate & Urban Land Economics ..... 30 course hours

Production Management ..... 30 course hours

Business Policy ..... 30 course hours

Organizational Behavior ..... 30 course hours

Readings and Research ..... 30 course hours

The Business Enterprise & The Economy (5) .... 30 course hours

Economics and the Future ..... 30 course hours

Management of Human Resources ..... 30 course hours

**Total Enrollment: 1,032**

#### **MASTER'S DEGREE IN ENGINEERING AND SCIENCE**

##### **(APOGEE — A Program of Graduate Engineering Education)**

32 courses — 3 credit hours each, unless otherwise specified.

Engineering Analysis I ..... 45 course hours

Organization and Design of Digital Systems ... 45 course hours

Mechanical Behavior of Materials ..... 45 course hours

Environmental Problems ..... 45 course hours

Noise Control .....	45 course hours
Advanced Heat Transfer .....	45 course hours
Thermodynamics II .....	45 course hours
Wastewater Treatment .....	45 course hours
Chemical Process Analysis .....	45 course hours
Advanced Structural Mechanics & Analysis .....	45 course hours
Advanced Analysis and Design in Structural Metals .....	45 course hours
Advanced Soil Mechanics and Foundations II ..	45 course hours
Dynamics of Soils and Foundations .....	45 course hours
Computer Control .....	45 course hours
Computer Architecture .....	45 course hours
Solar Heating & Cooling of Buildings .....	45 course hours
Engineering Analysis II .....	45 course hours
Plastic Analysis and Design .....	45 course hours
Semiconductors & Solid State Devices .....	45 course hours
Numerical Methods for Computers .....	45 course hours
Electronics System Design .....	45 course hours
Advanced Heat Transfer II .....	45 course hours
Diffusional Operations .....	45 course hours
Air Pollution Control .....	45 course hours
Electromagnetic Theory .....	45 course hours
Advanced Design and Analysis of Reinforced Concrete .....	45 course hours
Advanced Soil Mechanics and Foundations I ...	45 course hours
Advanced Mechanical Design .....	45 course hours
Advanced Chemical Flow Systems I .....	45 course hours
Computer Control .....	45 course hours
Electric Energy Systems .....	45 course hours
Material Properties for Design .....	45 course hours

**Total Enrollment: 498**

#### **OTHER BUSINESS ADMINISTRATION**

5 courses — 3 credit hours each

Fundamental Business Skills .....	45 course hours
Marketing .....	45 course hours
Business Finance .....	45 course hours
Group Insurance & Social Insurance .....	45 course hours
Economics .....	45 course hours

**Total Enrollment: 253**



## COLLEGE OF EDUCATION

7 courses — 3 credit hours each

Teaching As A Performing Art .....	45 course hours
Human Growth and Development .....	45 course hours
Principles of Curriculum Construction .....	45 course hours
Educational Measurement .....	45 course hours
Teaching Reading in the Elementary School ....	45 course hours
Resources for Teaching and Learning .....	45 course hours
Methods and Materials of Education Research .	45 course hours

**Total Enrollment: 1,217**

## MATHEMATICS AND COMPUTER SCIENCE

2 courses — 3 credit hours each

Introduction to Computer Science .....	45 course hours
Introduction to Algorithmic Processes .....	45 course hours

**Total Enrollment: 114**

## ADVANCED PLACEMENT FOR HIGH SCHOOL STUDENTS

1 course — 3 credit hours

Psychology: Introduction (Taken by selected high school seniors in their own schools) .....	45 course hours
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**Total Enrollment: 167**

## DEPARTMENT OF GOVERNMENT AND INTERNATIONAL RELATIONS

1 course — 3 credit hours

Conversations in American Government (Course taken on USC campus via VT cassette) .....	45 course hours
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**Total Enrollment: 246**

**TOTAL COURSES: 69**

**TOTAL ENROLLMENT: 4,063**

## Additional Higher Education Involvement

In cooperation with Winthrop College, ETV Station WRJA in Sumter continued production of college level courses for use over CATV in Rock Hill. The completion of courses in history and home economics in 1976-77 brings the total number of courses produced to date to five (courses in English, American government and psychology were produced in 1975-76).

During 1976, the Independent College Consortium received a Ford Foundation grant, matched with funds from the consortium institutions, to study the feasibility of sharing educational resources via ETV's CCTV system. The consortium is made up of

seven independent colleges (four predominantly black and three predominantly white); it is believed to be the first of its kind in the nation. Combined enrollment for the seven schools is approximately 9,000; the potential to deliver educational programming is limitless.

The South Carolina Bar Association and South Carolina ETV are cooperating in the production of a series of legal education programs for the citizens of South Carolina. The series is funded by a grant, with in-kind services contributed by ETV. The first of sixteen programs, a 30-minute videotape on *Jury Duty* was scheduled for production in the summer of 1977; future use of this program by educational institutions and the public at large should be extensive.

Publication and distribution of *Forecast: Higher Education*, a newsletter designed to inform the faculties of the 59 post-secondary schools in the state as well as other interested agencies and individuals, was initiated. The newsletter reports on media activities of schools in South Carolina and also offers media-related items of information from the nation at large, in such areas as video programs and resources, grants and consortia, publications and general news items. *Forecast* is published three times a year (in September, January and April); its approximate readership is 2,000.

## Medical Education Activities

Seventeen programs in the area of continuing medical education were produced and distributed by ETV in 1976-77. Additionally, approximately 720 medical programs of varying length were coordinated and distributed over ETV's closed circuit lines to 29 teaching hospitals statewide. Videotape and duplicating services, as well as consulting service on planning, design and production, were provided.

Ten and one-half hours of medical services programming were produced for the Department of Health and Environmental Control; production of 40 half-hour programs in Emergency Medical Training for DHEC had begun by fiscal year's end. Other important productions included a lab technician review seminar for the Medical University of South Carolina; two programs for the S. C. Pharmaceutical Association, produced "live" with audio talkback; a drug evaluation film for the Department of Social Services; and two programs dealing with social work produced as a pilot for Richland Memorial Hospital.

Open circuit television programming included the continued broadcasts of HEALTH SCIENCES, a weekly health education series for the lay public of South Carolina; and DENTAL SYMPOSIUM, a monthly continuing education series for dentists. The monthly broadcast of A HOSPITAL ADVENTURE, a new open-circuit series designed to alleviate the fears of children who are about to undergo surgery, was initiated. In addition, the S. C. Educational Radio Network continued broadcast of AN APPLE A DAY, a weekly series similar in concept to HEALTH SCIENCES.

Health professionals who viewed closed circuit broadcasts and videotapes from ETV in 1976-77 totaled over 15,000.

### **Technical Education Activities**

In 1976-77, the S. C. ETV Network produced and distributed 34 new programs in conjunction with the State Board for Technical and Comprehensive Education. Twenty-three of these programs included audio talkback, and 11 additional programs were pre-recorded. Videotape and duplication services were provided, as well as consulting services in all areas of television planning, design and production.

S. C. ETV and TEC are currently involved in an intensive evaluation of past educational television activities and planning for the development of future programs which will enlarge even further the in-depth use of their combined resources. It is expected that new areas of community service and instruction will be opening soon — in such areas as banking law and computer technology for business and industry.

### **State Agencies Served**

In 1976-77, ETV continued its pioneering service to other agencies and departments of state government by assisting with their internal training, information and audio visual requirements. The number of state agencies and boards being served was almost doubled, with projects being produced for 61 percent of all such agencies. Projects ranged from brochures to dramatic films, from slide-tape instructional series to radio and television announcements. Individual projects for all state agencies totaled 123, with numerous projects containing multiple programs or sections.

One of ETV's most important forms of interaction with other state agencies has been in utilizing the closed circuit system to hold meetings and workshops via electronic communications.



Such meetings are directed by agency officials from ETV facilities in Columbia, while participants simply go to one of 32 centers in the state equipped with television talkback. Comments and questions between participants can be heard in the Columbia studio and on the air at the regional centers. By eliminating travel time, per diem and energy costs for these meetings, it is estimated that ETV saves the state hundreds of thousands of dollars in a year.

On open circuit television, ETV continued a long-running series of programs which provide an informative service for state agencies and the citizens they serve. On alternate Monday evenings, the SEVEN30 series presents a half-hour program on one state agency, with officials of that agency answering viewer questions through the telephone talkback. At the conclusion of the series, libraries throughout the state will have a composite visual description of state agencies, for use by schools, civic groups and other agencies.

### **Service to Business and Industry**

One of ETV's responsibilities, as outlined in its Legislative charter, is to serve South Carolina business and industry. This responsibility is met largely by providing training resources which are used extensively by industry in meeting its training needs.

The Educational Resources Foundation (ERF) is a non-profit organization. This foundation assists ETV in providing training resources for business and industry. Since state government funding is not available for distributing and producing many of these training resources, and since private enterprise is willing to fund such training programs, the foundation charges minimal sale and rental fees for its products and thereby produces additional resources to improve South Carolina's industrial growth and health. ERF has been an important factor in the industrial development of the state.

ERF training services and resources generally include supervisory development, management training, secretarial training, orientation training, safety training, and other special services and educational courses. In 1976-77, ERF provided training to 80,000 individuals.

### **Law Enforcement Training**

Through a unique service provided by ETV, all South Carolina law enforcement officers can receive regular training to help

them meet increasingly difficult law enforcement problems. Through a monthly closed circuit series, FROM CRIME TO COURT, ETV keeps the state's law enforcement professionals abreast of the latest developments in their field.

1976-77 marked ETV's twelfth year of service to law enforcement personnel, with 140 programs completed to date. Each month's program is broadcast three times in the month to TEC centers, schools and law enforcement offices across the state, where police officers, magistrates and other law enforcement personnel gather with an instructor. A discussion period follows each program, with outstanding officers selected as discussion leaders and trained in effective methods of leading their groups. In support of each month's program, a booklet is prepared, restating the legal information conveyed on the air. These booklets are mailed to magistrates, police officers and members of the judiciary at a rate of approximately 9,000 per month. They become a ready-reference tool, kept on file and used frequently by recipients.

FROM CRIME TO COURT reaches approximately 3,500 individuals a month, offering a convenient and inexpensive method of continuing professional education for officers living throughout the state.

Legal decisions, techniques of enforcement and other current training information are part of the constantly updated arsenal of abilities used by South Carolina officers to provide modern law enforcement protection to all citizens. Through ETV's law enforcement training program, South Carolina is developing the best-trained and best-informed officers in the county. In the process of making better officers, ETV's service has also been credited with guiding many small towns toward the establishment of a model police force and avoiding possible court suits. An added bonus of the project is that many of the discussion leaders have developed into articulate spokesmen for the promotion of good law enforcement at the community level.

### **Adult and Continuing Professional Education**

ETV offerings have included series for doctors, dentists, nurses, pharmacists, paramedical personnel, lawyers, law enforcement officers, business and industrial personnel, food handlers, bankers, prison guards, and many other groups. Several hundred thousand adults have been involved in organized classes using these basic and continuing professional education series. Many of these programs have drawn interest from



throughout the world. South Carolina was the first state to develop statewide ETV training programs for most of these groups.

Through the State Department of Education, ETV also broadcasts courses for adults on the essential skills needed to work effectively in our society. Some of these courses were used in organized groups for high school equivalency purposes; others were for more general audiences with specific learning needs.

### **Regional Production Facilities**

In September 1975, WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort began telecasting. These stations were the first in a series of additional S. C. ETV facilities with local production capabilities. During 1976-77, Federal Communications Commission approval was received for a third station, in Rock Hill, to operate on UHF Channel 30 with an educational radio station at FM 88.9 megahertz. The Rock Hill station will begin partial operation in January 1978, by broadcasting on a schedule restricted to instructional programs during the day.

The primary function of these stations is to extend the broadcast signal to schools in areas too remote to receive adequate reception from other ETV stations. The Beaufort station has eliminated what was previously one of the worst areas of reception in South Carolina. The Sumter station's service pattern is providing excellent reception in what was previously a fringe reception area. Although the Rock Hill area has made extensive use of ETV's closed circuit system for instructional programming, adequate open circuit reception in the area will not be available until this station begins telecasting.

WRJA-TV in Sumter serves a five-county area; Sumter's educational radio station, WMPR, provides similar services for the same area. WJWJ-TV in Beaufort serves a four-county area. The Beaufort station is located on the campus of Beaufort TEC and serves that institution as well as the rest of the community. The Sumter station provides service to both Sumter TEC and the University of South Carolina Regional Campus in Sumter, as well as serving other educational needs of the Midlands and the state.

The most effective operation of the stations as an integral, balanced part of the carefully designed transmission plan of ETV is for each station to broadcast programming with lessons produced locally for the exact purposes of local citizens, educational institutions, the community and schools. These programs are an alternative and supplement to statewide broadcasts from Columbia; the stations also extend all aspects of ETV's services



to area residents, including serving as a subdistribution point for additional closed circuit telecasting to secondary schools.

Enrollment in those schools which can receive the Beaufort (34 schools) and Sumter (53 schools) open circuit broadcasts has increased by 70 percent in the two years of operation of the stations.

The closed circuit "tape and delay" centers at each station use relatively inexpensive cassette videotape recorders to transmit to area schools on local channels of the closed circuit. The programs broadcast are scheduled on the exact day and time requested by teachers (these broadcasts are rescheduled transmissions of lessons previously sent from Columbia). The "tape and delay" centers have greatly multiplied utilization of ETV courses in local schools, because they eliminate the "scheduling problem" encountered by teachers previously.

These stations are very important to the completion of the ETV Network in a manner which will make ETV services available on an equal basis to all schools, students and teachers. The stations have been planned in cooperation with and are supported by their local communities. In each case, the hosting community provided housing for the station's production studios. Local production capabilities have enabled the Sumter and Beaufort stations to respond to the specific needs of their schools, communities and surrounding counties, in addition to providing residents with the finest state, regional and national programming available.

Because of their local production capabilities, each station is eligible for an independent Community Service Grant from the Corporation for Public Broadcasting. In 1976-77, South Carolina received \$206,000 in CSG funds for support of these facilities, and this amount will increase in future years when the recently-passed Public Broadcasting Act's new grant formula takes effect. This funding is utilized to provide local services, thus relieving the state of this expense and reducing the burden of production by remote units from Columbia.

The stations produce local instructional television programs, continuing professional education, higher education and public television. In 1976-77, the Sumter station produced two college credit courses for Winthrop College, bringing its total production of such courses to five. These programs are broadcast in the Rock Hill area over commercial cablevision. Each station produces agricultural programs; special programs for area military personnel; a five-nights-a-week series on community concerns; and a minority-oriented series. Each station is a comprehensive

educational telecommunications center, dedicated to economical, efficient and educationally sound local services.

#### **IV. SOUTH CAROLINA'S EDUCATIONAL COMMUNICATIONS SYSTEM**

##### **The Closed Circuit Network**

To cover the entire state, South Carolina ETV's closed circuit network utilizes telephone company microwave and cable facilities to transmit programs from the ETV Center in Columbia exclusively to the approximately 370 schools, hospitals, police departments, TEC centers, USC regional campuses and other institutions connected to the cable system.

This combination of microwave and coaxial cable, which reaches every county in the State, has the potential of telecasting six different programs simultaneously and can be in operation twenty-four hours a day.

Since secondary schools have a curriculum of from 40-66 courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility. Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time — by simply turning the channel selector.

During school hours, ETV reserves its closed-circuit, multi-channel system for transmitting in-school series for secondary schools. ETV can offer a number of repeats and a wide selection of courses, at times broadcasting up to eleven programs simultaneously. The availability of a televised resource at a time when it can be used by the classroom teacher is of the utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule that more closely meets students' needs.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education in such areas as business, teacher in-service, medicine, law enforcement, or

Master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel; and post-graduate degree courses require so much channel time that more than one channel is essential now that different degree programs are offered.

Demonstration projects conducted in Greenville, Florence and Darlington counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased significantly.



# ETV Closed Circuit Outlets

County, City & Receiving Location	Closed Circuit Channels*	County, City & Receiving Location	Closed Circuit Channels*
<b>ABBEVILLE</b>		<b>BAMBERG</b>	
Abbeville		Bamberg	
Abbeville High	A-5, B-3, C-2	Bamberg-Ehrhardt High	A-5, B-4, C-2, L-7, L-9, L-11, V-8
Wright Middle	A-5, B-3, C-2	Bamberg Hospital	B-4, C-3
Abbeville Hospital	B-3, D-9	Richard Carroll Middle	A-5, B-4, C-2, L-7, L-9, L-11, V-8
<b>AIKEN</b>		<b>Denmark</b>	
Aiken		Demark Jr. High	A-5, B-4, C-2, L-7, L-9, L-11, V-8
Aiken High	A-5, B-4, C-2, V-7	Denmark TEC	A-5, B-4, C-2, D-3
Aiken Dist. Office	A-5, B-4, C-2	Denmark-Olar High	A-5, B-4, C-2, L-7, L-9, L-11, V-8
Aiken Hospital	B-4, D-3	Voorhees College	A-5, B-4, C-2, D-3
Aiken ITV	A-5, B-4, C-2		
Aiken Jr. High	A-5, B-4, C-2, V-7	<b>BARNWELL</b>	
Aiken TEC	A-5, B-4, C-2, D-3	Barnwell	
Kennedy Jr. High	A-5, B-4, C-2, V-7	Barnwell High No. 1	A-5, B-4, C-2, L-7, L-9, L-11, V-8
Schofield High	A-5, B-4, C-2, V-7	Butler-Guinyard Middle	A-5, B-4, C-2, L-7, L-9, L-11, V-8
USC-Aiken	A-5, B-4, C-2, D-3	Hagood Ave. Middle	A-5, B-4, C-2, L-7, L-9, L-11
<b>Bath</b>		<b>Blackville</b>	
Jefferson Jr. High	A-5, B-4, C-2, V-7	Blackville High	A-5, B-4, C-2, L-7, L-9, L-11, V-8
LBC High	A-5, B-4, C-2, V-7	Blackville Middle	A-5, B-4, C-2, L-7, L-9, L-11
<b>Graniteville</b>		Blackville Taping Ctr.	A-5, B-4, C-2, D-3, L-7, L-9, L-11
Freedman Voc.	A-5, B-4, C-2		
Leavelle-McCampbell High	A-5, B-4, C-2	<b>Williston</b>	
<b>Jackson</b>		Kelly-Edwards Middle	A-5, B-4, C-2, L-7, L-9, L-11, V-8
Jackson High	A-5, B-4, C-2, V-7	Williston-Elko High	A-5, B-4, C-2, L-7, L-9, L-11, V-8
<b>North Augusta</b>		<b>BEAUFORT</b>	
N. Augusta Jr. High	A-5, B-4, C-2, V-7	Beaufort	
N. Augusta High	A-5, B-4, C-2, V-7	Battery Creek High	A-6, B-4, C-2, L-8, L-10, L-12, V-3, V-7
Paul Knox Jr. High	A-5, B-4, C-2, V-7	Beaufort Media Resource Ctr.	A-6, B-4, C-2, L-8, L-10, L-12
<b>Salley</b>		Beaufort High	A-6, B-4, C-2, L-8, L-10, L-12, V-8
Crescent City Voc.	A-5, B-4, C-2	Beaufort Hospital	B-4, D-5
<b>Wagener</b>		Beaufort Jr. High	A-6, B-4, C-2, L-8, L-10, L-12, V-3
A. L. Corbett Mdl.	A-5, B-4, C-2	Beaufort TEC	A-6, B-4, C-2, D-5
Wagener-Salley High	A-5, B-4, C-2	Robert Smalls Jr. High	A-6, B-4, C-2, L-8, L-10, L-12, V-3
<b>ALLENDALE</b>		USC-Beaufort	A-6, B-4, C-2, D-5
Allendale		WJWJ Taping Ctr.	A-6, B-4, C-2, D-5, L-8, L-10, L-12
Allendale Jr. High	A-5, B-4, C-2	<b>BERKELEY</b>	
Allendale-Fairfax High	A-5, B-4, C-2, V-7, V-10	Moncks Corner	
Salkehatchie Ctr. (USC)	A-5, B-4, C-2, D-3	Berkeley High	A-6, B-2, C-8
<b>Fairfax</b>		Berkeley Middle	A-6, B-2, C-8
Fairfax Middle	A-5, B-4, C-2	<b>St. Stephens</b>	
<b>ANDERSON</b>		St. Stephens Middle	A-6, B-3, C-8, V-13, V-4
Anderson		St. Stephens High	A-6, B-3, C-8, V-4, V-5
Anderson College	A-5, B-3, C-2, D-6		
Anderson Family Practice Ctr.	B-3, D-6		
Anderson Hospital	B-3, D-6		
Anderson Police	A-5		
Lakeside Jr. High	A-5, B-3, C-2, V-13		
WAIM-TV	A-5		
Westside High	A-5, B-3, C-2		
<b>Pendleton</b>			
Tri-County TEC	A-5, B-3, C-2, D-6		

County, City & Receiving Location	Closed Circuit Channels*
<b>CALHOUN</b> Cameron	
St. Johns High & Elem.	A-5, B-4, C-2
<b>St. Matthews</b>	
John Ford Jr. High	A-5, B-4, C-2
St. Matthews High	A-5, B-4, C-2
St. Matthews Police	A-5
<b>CHEROKEE</b> Gaffney	
Gaffney Police	A-5
West Jr. High	A-5, B-2, C-6
<b>CHESTER</b> Chester	
Chester High	A-5, B-4, C-2
Chester Hospital	B-4, D-6
Chester Jr. High	A-5, B-4, C-2, V-7
Chester Materials Ctr.	A-5, B-4, C-2
<b>Great Falls</b>	
Great Falls High	A-5, B-4, C-2, V-7
Great Falls Middle	A-5, B-4, C-2
<b>CHARLESTON</b> Charleston	
No. 3 Chisolm St.	A-6, B-8, C-3, L-7
C. A. Brown High	A-6, B-8, C-3, V-11, V-13
Charleston Police	A-6
College of Charleston	A-6, B-8, C-3, D-10
HCN Trailer	A-6, B-8, C-3, D-10
MUSC	B-8, D-10
Palmer College	A-6, B-8, C-3, D-10
Rivers High	A-6, B-8, C-3, V-10 V-11, V-13
<b>North Charleston</b> Trident TEC	A-6, B-8, C-3, D-10
<b>CHESTERFIELD</b> Cheraw	
Chesterfield-Marlboro TEC	A-5, B-4, C-2, D-3
Chesterfield Cty. Hospital	B-4, D-3
Long Jr. High	A-5, B-4, C-2
<b>Chesterfield</b>	
Chesterfield High	A-5, B-4, C-2, V-3
Chesterfield Jr. High	A-5, B-4, C-2, V-3
<b>McBee</b> McBee High	A-5, B-4, C-2
<b>CLARENDON</b> New Zion	
East Clarendon Middle	A-7, B-9, C-11, L-13, V-4
<b>Summerton</b> Scotts Branch	A-5, B-4, C-2
<b>Turbeville</b> East Clarendon High	A-7, B-9, C-11, L-13, V-4, V-6

County, City & Receiving Location	Closed Circuit Channels*
<b>COLLETON</b> Walterboro	
Colleton Dist. Office	A-6, B-3, C-8
Colleton High	A-6, B-3, C-8, V-4
Colleton Hospital	B-3, D-10
Colleton-Walterboro High	A-6, B-3, C-8
Walterboro High	A-6, B-3, C-8
<b>Ruffin</b> Ruffin High	A-6, B-3, C-8, V-4
<b>DILLON</b> Dillon	
Dillon High	A-5, B-4, C-2, V-7
J. V. Martin Jr. High	A-5, B-4, C-2, V-7
<b>Latta</b> Latta High	A-5, B-4, C-2
Latimer Elementary	A-5, B-4, C-2
<b>Lake View</b> Lake View High	A-5, B-4, C-2
Lake View Middle	A-5, B-4, C-2, V-11
<b>DORCHESTER</b> St. George	
St. George High	A-6, B-3, C-8, V-4
<b>Summerville</b> Alston-Summerville Jr. High	A-6, B-8, C-3, V-12, V-13
Summerville High	A-6, B-8, C-3, V-12, V-13
Summerville Intermed.	A-6, B-8, C-3, V-12, V-13
<b>DARLINGTON</b> Darlington	
Brunson-Dargan Jr. High	A-5, B-7, C-11, L-2, L-3, L-4
Darlington Career Ctr.	A-5, B-7, C-11, L-2, L-3, L-4
G. C. Mangum's Office	A-5, B-7, C-11, L-2, L-3, L-4
Mayo High	A-5, B-7, C-11, L-2, L-3, L-4
Pine Middle	A-5, B-7, C-11, L-2, L-3, L-4
St. John's High	A-5, B-7, C-11, L-2, L-3, L-4
<b>Hartsville</b> Butler High	A-5, B-4, C-2, V-7
Hartsville Jr. High	A-5, B-4, C-2, V-7
Hartsville High	A-5, B-4, C-2, V-7
<b>Lamar</b> Lamar High	A-5, B-7, C-11, L-2, L-3, L-4
Spaulding High	A-5, B-7, C-11, L-2, L-3, L-4
<b>EDGEFIELD</b> Edgefield	
W. E. Parker Jr. High	A-5, B-4, C-2, V-3
<b>Johnston</b> Strom Thurmond High	A-5, B-4, C-2, V-8

County, City & Receiving Location	Closed Circuit Channels*
<b>FAIRFIELD</b>	
Winnsboro	
Fairfield Dist. Office	A-5, B-4, C-2
Winnsboro High	A-5, B-4, C-2
<b>FLORENCE</b>	
Coward	
J. C. Lynch	A-7, B-9, C-11, L-13, V-4
<b>Florence</b>	
Florence-Darlington TEC	A-5, B-7, C-11, D-9
Florence ITV	A-5, B-7, C-11, D-9, L-2, L-3, L-4
Florence Police	A-5
McClenaghan High	A-5, B-7, C-11, L-2, L-3, L-4
McLeod Infirmary Annex	B-7, D-9
Moore Jr. High	A-5, B-7, C-11, L-2, L-3, L-4
Adult Learning Ctr.	A-5, B-7, C-11, L-2, L-3, L-4
So. Florence High	A-5, B-7, C-11, L-2, L-3, L-4
Southside Jr. High	A-5, B-7, C-11, L-2, L-3, L-4
W. Florence High	A-5, B-7, C-11, L-2, L-3, L-4
Williams Jr. High	A-5, B-7, C-11, L-2, L-3, L-4
Wilson High	A-5, B-7, C-11, L-2, L-3, L-4, V-6
<b>Johnsonville</b>	
Johnsonville High	A-7, B-9, V-3
Johnsonville Middle	A-7, B-9, V-5
<b>Lake City</b>	
Lake City Career Ctr.	A-7, B-9, C-11, L-13
Lake City High	A-7, B-9, C-11, L-13, V-4
Lake City Jr. High	A-7, B-9, C-11, L-13
Tri-County ETV	A-V, B-V, C-V, D-V
<b>Olanta</b>	
Olanta High & Elem.	A-7, B-9, C-11, L-13, V-4, V-5
<b>Pamplico</b>	
Hannah-Pamplico High	A-7, B-9, C-11, L-13, V-4
Hannah-Pamplico Middle	A-7, B-9, C-11, L-13, V-4
<b>Timmons ville</b>	
Johnson Jr. High	A-5, B-7, C-11, L-2, L-3, L-4
Timmons ville High	A-5, B-7, C-11, L-2, L-3, L-4
<b>GREENVILLE</b>	
Fountain Inn	
Bryson Middle	A-5, B-3, C-2, L-8, L-10, L-12
<b>Greenville</b>	
Beck Middle	A-5, B-3, C-2, L-8, L-10, L-12

County, City & Receiving Location	Closed Circuit Channels*
Berea High	A-5, B-3, C-2, L-8, L-10, L-12
Berea Middle	A-5, B-3, C-2, L-8, L-10, L-12, V-9
Carolina High	A-5, B-3, C-2, L-8, L-10, L-12
Eastside High	A-5, B-3, C-2, L-8, L-10, L-12
Greenville Adm. Bldg.	A-5, B-3, C-2, L-8, L-10, L-12
Greenville Fine Arts	A-5, B-3, C-2, D-6, L-8, L-10, L-12
Greenville Hospital	B-3, D-6
Greenville ITV	A-5, B-3, C-2, L-8, L-10, L-12
Greenville Middle	A-5, B-3, C-2, L-8, L-10, L-12, V-13
Greenville Sr. High	A-5, B-3, C-2, L-8, L-10, L-12
Greenville TEC	A-5, B-3, C-2, D-6
Hollis Middle	A-5, B-3, C-2, L-8, L-10, L-12
Hughes Middle	A-5, B-3, C-2, L-8, L-10, L-12, V-7, V-11
J. L. Mann High	A-5, B-3, C-2, L-8, L-10, L-12, V-6
Lakeview Middle	A-5, B-3, C-2, L-8, L-10, L-12
League Middle	A-5, B-3, C-2, L-8, L-10, L-12
Monaview Middle	A-5, B-3, C-2, L-8, L-10, L-12
Northwest Middle	A-5, B-3, C-2, L-8, L-10, L-12
Parker High	A-5, B-3, C-2, L-8, L-10, L-12, V-11
Riverside High	A-5, B-3, C-2, L-8, L-10, L-12
Sevier Middle	A-5, B-3, C-2, L-8, L-10, L-12, V-13
Southside High	A-5, B-3, C-2, L-8, L-10, L-12
Tanglewood Middle	A-5, B-3, C-2, L-8, L-10, L-12
Wade Hampton High	A-5, B-3, C-2, L-8, L-10, L-12
WNTV-TV	C-V, D-V
<b>Greer</b>	
Blue Ridge High	A-5, B-3, C-2, L-8, L-10, L-12
Greer High	A-5, B-3, C-2, L-8, L-10, L-12
Greer Middle	A-5, B-3, C-2, L-8, L-10, L-12
<b>Mauldin</b>	
Mauldin High	A-5, B-3, C-2, L-8, L-10, L-12, V-40
<b>Piedmont</b>	
Woodmont High	A-5, B-3, C-2, L-8, L-10, L-12
<b>Simpsonville</b>	
Hillcrest High	A-5, B-3, C-2, L-8, L-10, L-12
Hillcrest Jr. High	A-5, B-3, C-2, L-8, L-10, L-12



County, City & Receiving Location	Closed Circuit Channels*	County, City & Receiving Location	Closed Circuit Channels*
<b>Taylors</b>		<b>JASPER</b>	
Northwest Middle	A-5, B-3, C-2, L-8, L-10, L-12, V-11	<b>Ridgeland</b>	
		Ridgeland High	A-6, B-4, C-2, V-3
<b>Travelers Rest</b>		<b>KERSHAW</b>	
Travelers Rest High	A-5, B-3, C-2, L-8, L-10, L-12, V-11	<b>Bethune</b>	
		Bethune High & Elem.	A-5, B-4, C-2, V-7
<b>GREENWOOD</b>		<b>Camden</b>	
<b>Greenwood</b>		Camden Higher Ed.	A-5, B-4, C-2, D-3
Emerald Jr. High	A-5, B-3, C-2, L-11, L-12, L-13, V-7	Kershaw Hospital	B-4, D-3
Greenwood High	A-5, B-3, C-2, L-11, L-12, L-13, V-7	<b>LANCASTER</b>	
Greenwood Police	A-5	<b>Heath Springs</b>	
Greenwood Taping Ctr.	A-5, B-3, C-2, D-9, L-11, L-12, L-13, V-7	Heath Springs Middle	A-5, B-4, C-2
Greenwood Voc. Ctr.	A-5, B-3, C-2, D-9	<b>Lancaster</b>	
Lander College	A-5, B-3, C-2, D-9	Elliott-White Springs Hospital	B-4, D-6
Northside Jr. High	A-5, B-3, C-2, L-11, L-12, L-13, V-7	Lancaster High No. 1	A-5, B-4, C-2
Piedmont TEC	A-5, B-3, C-2, D-9	Lancaster High No. 2	A-5, B-4, C-2
Self Mem. Hospital	B-3, D-9	Lancaster Police	A-5
Southside Jr. High	A-5, B-3, C-2, L-11, L-12, L-13, V-7	Lancaster Sheriff	A-5
		USC-Lancaster	A-5, B-4, C-2, D-6
<b>Ninety-Six</b>		<b>LAURENS</b>	
Ninety-Six High	A-5, B-3, C-2, L-11, L-12, L-13, V-7	<b>Clinton</b>	
Ninety-Six Middle	A-5, B-3, C-2, L-11, L-12, L-13, V-7	Bell St. Jr. High	A-5, B-3, C-2
		Clinton High	A-5, B-3, C-2
		Martha Dendy Jr. High	A-5, B-3, C-2
<b>Ware Shoals</b>		<b>LEE</b>	
Ware Shoals High	A-5, B-4, C-2	<b>Bishopville</b>	
		Bishopville High	A-5, B-4, C-2, V-3
		Bishopville Middle	A-5, B-4, C-2
		Lee County Voc.	A-5, B-4, C-2
<b>GEORGETOWN</b>		<b>LEXINGTON</b>	
<b>Georgetown</b>		<b>Ballentine</b>	
Georgetown Higher Ed. Ctr.	A-6, B-3, C-8, D-10	Lexington Dist. 5 Office	A-7, B-9, C-11, L-2, L-5
Georgetown Hospital	B-3, D-10	<b>Cayce</b>	
Georgetown Police	A-6	Brookland-Cayce High	A-5, B-4, C-2, L-9, L-11, V-6, V-12
		Lexington Dist. 2 Admin.	A-5, B-4, C-2, L-9, L-11
<b>HAMPTON</b>		<b>Chapin</b>	
<b>Estill</b>		Chapin High	A-7, B-9, C-11, L-2, L-5, V-4
Estill High	A-5, B-4, C-2	<b>Irmo</b>	
Estill Middle	A-5, B-4, C-2	Irmo Career Center	A-7, B-9, C-11, L-2, L-5
Estill Police	A-5	Irmo High	A-7, B-9, C-11, L-2, L-5, V-4
<b>Hampton</b>		Irmo Middle	A-7, B-9, C-11, L-2, L-5, V-4, V-6
Hampton Elementary	A-5, B-4, C-2	Irmo Taping Center	A-5, B-4, C-2
Wade Hampton High	A-5, B-4, C-2, V-7	<b>Swansea</b>	
<b>Vamville</b>		Swansea High	A-5, B-4, C-2
Hampton Gen. Hospital	B-4, D-3	Swansea Middle	A-5, B-4, C-2
North District Middle	A-5, B-4, C-2, V-7	<b>West Columbia</b>	
<b>HORRY</b>		Busbee Middle	A-5, B-4, C-2, L-9, L-11, V-30
<b>Aynor</b>		Fulmer Middle	A-5, B-4, C-2, L-9, L-11
Aynor High	A-5, B-4, C-2, V-3, V-11, V-13	Lexington Cty. Hospital	B-4, D-3
		Northside Middle	A-5, B-4, C-2, L-9, L-11
<b>Conway</b>		S. C. Opportunity Schl.	A-5, B-4, C-2, V-3, V-12
Coastal Carolina	A-5, B-4, C-2, D-8		
Conway Hospital	B-4, D-8		
Conway Jr. High	A-5, B-4, C-2, V-6		
Conway Sr. High	A-5, B-4, C-2, V-13		
Horry-Georgetown TEC	A-5, B-4, C-2, D-8		

County, City & Receiving Location	Closed Circuit Channels*
Midlands (Airport) TEC Airport High	A-5, B-4, C-2, D-3 A-5, B-4, C-2
<b>MARION</b> Bennettsville Bennettsville High Bennettsville Jr. High Marlboro Vocational	 A-5, B-4, C-2 A-5, B-4, C-2 A-5, B-4, C-2
<b>McCORMICK</b> McCormick McCormick High McCormick Middle	 A-5, B-3, C-2, V-7 A-5, B-3, C-2
<b>NEWBERRY</b> Newberry Callman Jr. High Newberry Sr. High	 A-5, B-4, C-2, V-3 A-5, B-4, C-2, D-8
<b>ORANGEBURG</b> Branchville Branchville High	 A-5, B-4, C-2
<b>North</b> North High	 A-5, B-4, C-2
<b>Norway</b> Hunter-Kinard Norway Middle	 A-5, B-4, C-2 A-5, B-4, C-2
<b>Orangeburg</b> Belleville Jr. High Orangeburg High Orangeburg Hospital Orangeburg Police Orangeburg Resource Ctr. Orangeburg-Calhoun TEC S. C. State College Willington Academy	 A-5, B-4, C-2 A-5, B-4, C-2, V-6, V-10 B-4, D-3 A-5 A-5, B-4, C-2 A-5, B-4, C-2, D-3 A-5, B-4, C-2, D-3 A-5, B-4, C-2
<b>OCONEE</b> Clemson Clemson House Physics Bldg. Sirriner Hall	 A-5, B-3, C-2, D-6 A-5, B-3, C-2, D-6 A-5, B-3, C-2, D-6
<b>Seneca</b> Seneca Police Seneca High	 A-5 A-5, B-3, C-2
<b>PICKENS</b> Easley Easley Jr. High	 A-6, B-3, C-2, V-9
<b>Pickens</b> Pickens District Office Pickens Jr. High	 A-6, B-3, C-2, V-7, V-9 A-6, B-3, C-2
<b>RICHLAND</b> Blythewood Hanberry Jr. High	 A-5, B-4, C-2
<b>Columbia</b> A. C. Flora High Alcorn Middle	 A-5, B-4, C-2, L-7, L-9 L-11 A-5, B-4, C-2, L-7, L-9, L-11, V-6

County, City & Receiving Location	Closed Circuit Channels*
Allen University Midlands TEC Benedict College C. A. Johnson High Caughman Road Middle Columbia College Columbia High Columbia Police Crayton Middle Dent Jr. High Dreher High Eau Claire High ETV Commission ETV-FTS Fairwood Middle Gibbes Middle Hand Middle Hopkins Jr. High Keenan High Law Center-USC Lower Richland High Olympia Middle Perry Middle Providence Hospital Richland Dist. 1 Richland Dist. 2 Richland Mem. Hospital Rutledge Bldg. Baptist Hospital Dept. of Corrections Spring Valley High St. Andrews Jr. High State House USC-Bus. Admin. Webber Middle Wilson Voc.	 A-5, B-4, C-2, D-3 A-5, B-4, C-2, D-3 A-5, B-4, C-2, D-3 A-5, B-4, C-2, L-7, L-9, L-11, V-13 A-5, B-4, C-2, L-7, L-9, L-11, V-30 A-5, B-4, C-2, D-3 A-5, B-4, C-2, L-7, L-9, L-11 A-5 A-5, B-4, C-2, L-7, L-9, L-11 A-5, B-4, C-2, L-7, L-9, L-11, V-6 A-5, B-4, C-2, L-7, L-9, L-11, V-13 A-5, B-4, C-2, L-7, L-9, L-11, V-6, V-12 A-5, B-4, C-2, D-3, L-7, L-9, L-11 A-5, B-4, C-2, D-3, L-7, L-9, L-11 A-5, B-4, C-2, L-7, L-9, L-11, V-6 A-5, B-4, C-2, L-7, L-9, L-11, V-6 A-5, B-4, C-2, L-7, L-9, L-11, V-30 A-5, B-4, C-2, L-7, L-9, L-11 A-5, B-4, C-2, L-7, L-9, L-11, V-6 B-4, B-3 A-5, B-4, C-2, L-7, L-9, L-11 A-5, B-4, C-2, L-7, L-9, L-11 B-4, D-3 A-5, B-4, C-2, D-3 A-5, B-4, C-2, L-7, L-9, L-11, V-3, V-6, V-12 A-5, B-4, C-2, L-7, L-9, L-11 A-5, B-4, C-2, L-7, L-9, L-11 A-5, B-4, C-2, D-3 A-5, B-4, C-2, L-7, L-9, L-11, V-6, V-30 A-5, B-4, C-2, L-7, L-9, L-11, V-3, V-6, V-12
<b>SPARTANBURG</b> Campobello Spartanburg Dist. 1 Fairforest Fairforest Jr. High Lincoln Middle	 A-5, B-2, C-6  A-5, B-2, C-6 A-5, B-2, C-6

County, City & Receiving Location	Closed Circuit Channels*	County, City & Receiving Location	Closed Circuit Channels*
<b>Inman</b>		Tuomey Hospital	B-4, D-7
Chapman High	A-5, B-2, C-6	USC-Sumter	A-5, B-4, D-2, D-7
Mabry Jr. High	A-5, B-2, C-6	WRJA Taping Center	A-5, B-4, C-2, D-7, L-8, L-9, L-11
<b>Landrum</b>		<b>UNION</b>	
Landrum High	A-5, B-2, C-6	<b>Union</b>	
<b>Roebuck</b>		Sims Jr. High	A-5, B-2, C-6, V-4, V-7
Roebuck Jr. High	A-5, B-2, C-6	Union High	A-5, B-2, C-6
<b>Spartanburg</b>		USC-Union	A-5, B-2, C-6, D-8
Carver Jr. High	A-5, B-2, C-6, L-8, L-10, L-11, V-3, V-9	Wallace Thompson Hospital	B-2, D-8
Cleveland Jr. High	A-5, B-2, C-6, L-8, L-10, L-11, V-3, V-9	<b>WILLIAMSBURG</b>	
Dorman High	A-5, B-2, C-6, V-4	<b>Kingstree</b>	
Evans Jr. High	A-5, B-2, C-6, L-8, L-10, L-11, V-3, V-9	Kingstree Sr. High	A-7, B-9, C-11, L-13, V-3, V-4
Indiv. Learning Ctr.	A-5	Williamsburg TEC	A-7, B-9, C-11, D-13
Spartanburg Dist. 7	A-5, B-2, C-6, L-8, L-10, L-11	<b>YORK</b>	
Spartanburg Hospital	B-4, D-12	<b>Clover</b>	
Spartanburg High	A-5, B-2, C-6, D-12, L-8, L-10, L-11, V-3, V-9	Clover High	A-5, B-2, C-6, V-4
Spartanburg Police	A-5, B-2, C-6	Clover Jr. High	A-5, B-2, C-6, V-4
Spartanburg TEC	A-5, B-2, C-6, D-12	Clover Middle	A-5, B-2, C-6, V-4
Spartanburg Dist. 6	A-5, B-2, C-6	<b>Fort Mill</b>	
USC-Spartanburg	A-5, B-2, C-6, D-12	Fort Mill High	A-5, B-4, C-2
<b>SALUDA</b>		Fort Mill Jr. High	A-5, B-4, C-2
<b>Saluda</b>		<b>Rock Hill</b>	
Riverside Middle	A-5, B-3, C-2	Castle Heights Jr. High	A-5, B-4, C-2, L-7, L-8, L-10, L-11, V-3, V-12
Saluda High	A-5, B-3, C-2	Northwestern High	A-5, B-4, C-2, L-7, L-8, L-10, L-11, V-3, V-12
<b>SUMTER</b>		Rock Hill Dist. Office	A-5, B-4, C-2, L-7, L-8, L-10, L-11
<b>Sumter</b>		Rawlins Rd. Jr. High	A-5, B-4, C-2, L-7, L-8, L-10, L-11, V-3, V-12
Alice Drive Jr. High	A-5, B-4, C-2, L-8, L-9, L-11, V-6	Rock Hill Career Ctr.	A-5, B-4, C-2, D-6, L-7, L-8, L-10, L-11, V-3
Bates Jr. High	A-5, B-4, C-2, L-8, L-9, L-11, V-6	Rock Hill High	A-5, B-4, C-2, L-7, L-8, L-10, L-11, V-3, V-12
Sumter High	A-5, B-4, C-2, L-8, L-9, L-11, V-6	Rock Hill ITV Office	A-5, B-4, C-2, L-7, L-8, L-10, L-11
(Council St.)	A-5, B-4, C-2, L-8, L-9, L-11, V-6	Sullivan Jr. High	A-5, B-4, C-2, L-7, L-8, L-10, L-11, V-3, V-12
Sumter High	A-5, B-4, C-2, L-8, L-9, L-11, V-6	Winthrop College	A-5, B-4, C-2, D-6
(Haynesworth)	A-5	York Gen. Hospital	B-4, D-6
McLaurin Jr. High	A-5, B-4, C-2, L-8, L-9, L-11, V-6	York TEC	A-5, B-4, C-2, D-6
Sumter Police	A-5		
Sumter TEC	A-5, B-4, C-2, D-7		

\*A, B, C, D = Network closed circuit channels  
L = Local channels  
V = Videotape recorder



## **The Impact of Equipment on Utilization**

Utilization studies have shown that there is a direct correlation between utilization of television and reception capabilities in the schools. In a recent survey, schools which had access to building distribution systems and/or district taping centers showed a dramatic increase in utilization, as did schools within the coverage areas of two new ETV stations.

Building distribution systems within a school allow for distribution and/or taping of specific programs at specific times, in response to teacher requests. Tape and delay centers serve the same function, with the programs being taped at ETV stations or school district offices and transmitted via local closed circuit channels to area schools. Both use relatively inexpensive cassette videotape recorders. In this way, the "scheduling problem" which once limited some teachers' utilization of ETV is eliminated, since lessons can be ordered to suit each educator's own curriculum plan.

A 1976-77 utilization survey included 114 schools which had had building distribution systems in operation from one to three years. In these schools, the number of individual students using television increased by an average of 91 percent the first year, 25 percent the second year, and another percent the third year. The number of individual teachers using television increased by an average of 92 percent the first year, and 25 percent the second year. The number of total ETV classes increased by an average of 116 percent the first year, 34 percent the second year and 16 percent the third year. The number of total ETV students increased by an average of 11 percent the first year, 32 percent the second year, and 17 percent the third year.

The same survey included six district taping centers serving 27 schools. During their first year of operation, the individual TV student count increased by 335 percent; individual TV teacher count increased by 242 percent; total TV classes increased by 255 percent; and total TV students increased by 262 percent.

## **The Open Circuit Network**

South Carolina's Open Circuit Broadcast Network now consists of seven broadcast stations (WRLK-TV, Channel 35, Columbia; WNTV, Channel 29, Greenville; WITV, Channel 7, Charleston; WEBB-TV, Channel 14, Allendale-Barnwell; WJPM-TV, Channel 33, Florence; WRJA-TV, Channel 27, Sumter; WJWJ-TV, Channel 16, Beaufort) and one translator (Channel 55, Rock Hill).

Although ETV's seven broadcast stations and one translator are limited to telecasting one program on each station at a time (as compared with six on the closed circuit system), the presentation can be viewed at any location within the coverage area, just as with commercial stations. Construction is now underway to convert the translator in Rock Hill to a full station, which is expected to be operational in the early part of 1978. Plans for the construction of three additional stations are also underway. The State Legislature has provided bonding authority that can be matched with hoped-for Federal funds to further extend ETV's open circuit systems.

With more than 800 elementary schools to be served, ETV chose open circuit television as the most efficient and economical mode of transmission of in-school elementary programs. Since fewer lessons are offered at these grade levels than for secondary or higher education and the school schedule itself is more flexible, ETV's open circuit broadcast facilities, when completed, can provide the necessary school courses to meet the present needs of all the state's elementary schools.

Open circuit television also offers unlimited opportunities for providing services to the general public. Interested citizens can stay at home or gather in groups for training or in-service programs for business, industrial or professional personnel; teachers can meet their in-service educational requirements; and the home viewer can receive informative and interesting cultural and public affairs programming. Adult education courses, broadcast five days a week during the school year and designed to prepare adults for the High School Equivalency Examination (GED), can enable thousands of South Carolinians to further their education. Now, too, college credit courses are available for at-home study/viewing, and thousands of South Carolinians annually earn higher education credits without traveling to university campuses or disrupting their professional and personal lives in order to continue their graduate or undergraduate college education.

### **Other Programming Activities and Accomplishments**

With a continuing emphasis on instructional broadcasting for students, South Carolina ETV has also continued to provide an extensive array of public television programs which serve the informational, educational and cultural needs of all South Carolina citizens.

In this area, strong emphasis was placed on public television programs to solve the varied problems of the state's citizens. In



addition to THE CAPTIONED NEWS, which provides daily news information to deaf South Carolinians, a number of other programs were captioned for the hearing-impaired in 1976-77; these included the science series NOVA, the children's series ZOOM, the election-year PRESIDENTIAL DEBATES, and various cultural programming.

During 1975-76, the five-nights-a-week series SEVEN30 offered 231 half-hour programs giving viewers vital information on community concerns, health and education. Included among these were a special series on energy problems; a series informing the public on the workings of state government agencies; a two-hour energy management workshop; and a number of specials on key legislative issues before the General Assembly. Using ETV's telephone talkback system, SEVEN30 gave viewers access to guest experts who could answer the specific questions on each evening's topics.

Other programming which informed the public on topics of local, state and national concern included LEGISLATIVE PROFILE, WASHINGTON WEEK IN REVIEW, FIRING LINE and the PROFILE series, focusing on famous South Carolinians. A special call-in program originated live from the Governor's office prompted more than 20,000 phone calls from citizens asking questions on important public issues. Election-year specials at both state and national levels were offered, and an address by then-Secretary of State Henry Kissinger was televised from Hilton Head.

Programming designed especially to serve the needs of the state's various minority groups included the award-winning JOB MAN CARAVAN, which offers vital employment information to a target audience of young South Carolinians; FOR THE PEOPLE, a magazine-format series providing information on the concerns of the black community; the bilingual children's series VILLA ALEGRE; BLACK PERSPECTIVE ON THE NEWS and REBOP.

S. C. ETV's commitment to bringing high-quality, educational television to the children of the state was highly visible in the many morning and afternoon hours devoted to SESAME STREET, THE ELECTRIC COMPANY, and MISTER ROGERS' NEIGHBORHOOD. In January 1977, the S. C. ETV series STUDIO SEE began its first nationwide broadcasts to over 200 member stations of the Public Broadcasting Service (PBS). Designed for youngsters aged nine to fourteen, STUDIO SEE proved to be immensely popular with its new nationwide audience; the series was selected for a second season of broadcast (to begin in 1978) by public television stations across the country. It also received an



endorsement from the National Education Association as recommended viewing for youngsters.

In addition, South Carolinians continued to receive a wealth of cultural enrichment programming — nationally from the Public Broadcasting Service, regionally from the Southern Educational Communications Association, and Statewide from South Carolina ETV. SPOLETO USA brought comprehensive coverage of the world-famous arts and music festival, held for the first time in the United States at Charleston, S. C. ETV provided citizens of the state a first-hand view of national and international figures in the arts with nine half-hour programs and two one-hour specials broadcast from the festival at Charleston. The S. C. ETV-produced documentary *A FESTIVAL OF TWO WORLDS* gave national audiences a look at last year's festival in Spoleto, Italy and a preview of the first American festival. Gian Carlo Menotti's opera *The Consul*, was also taped by ETV during this premiere festival; it is scheduled for nationwide broadcast as a GREAT PERFORMANCE SPECIAL in the spring of 1978.

Cultural enrichment programming for the state's at-home, evening audiences also included such highly rated series as MASTERPIECE THEATRE, THEATRE IN AMERICA, EVENING AT SYMPHONY, NATIONAL GEOGRAPHIC SPECIALS, THE ADAMS CHRONICLES and LOWELL THOMAS REMEMBERS. The latter, produced by SECA through the facilities of ETV, was rated the second most popular series on public television by a nationwide viewing audience. Other ETV programs selected for nationwide broadcast included the ballet special CINDERELLA and the annual Scottish HIGHLAND GAMES on Grandfather Mountain, N. C. THE AMERICAN SHORT STORY, a six-part series dramatizing works by famous American authors, was presented nationwide by S. C. ETV and received outstanding critical acclaim.

Two ETV art education series — JOURNEY INTO ART and ILONA'S PALETTE — met with enormous viewer response and favorable comments. Other educational and informative programming ranged from CONSUMER SURVIVAL KIT, a consumer information series; to INCLUDING ME, a special on children with learning disabilities. Numerous other programs — musical, theatrical and ballet performances, and other specials spotlighting South Carolina's culture, heritage, present accomplishments, talent and outstanding personalities — were also produced and broadcast.

## Television Programming Summary

ETV telecasts an average of 175 programs or 88.40 hours per day on its open and closed circuit systems.

At any hour of the day, multiple programming is originating from ETV's Master Control area. During the school day, for instance, CHEMISTRY may be on one circuit while GETTING THE WORD, ADVENTURES IN MATH, EXPERIENCES IN MUSIC, CREATIVE WRITING and BIOLOGY are being transmitted on other circuits to the schools at the same time. To generate efficiency and flexibility in programming and program delivery to schools, ETV's Traffic Department utilizes modern computer technology. Computers prepare yearly lesson schedules, daily operating schedules, information for daily playback equipment usage. Computer data cards actually start videotape equipment and switch the correct lesson to the appropriate circuit at the precise time it is needed.

This sophisticated technology facilitates the presentation of all ETV programming to meet the needs of South Carolina and its citizens. The depth, diversity and direct application of outstanding television programming to these needs makes S. C. ETV the unrivalled leader in its field. No other ETV system in the world can match ETV's multiple programming delivery.

### ETV PROGRAMMING FOR A TYPICAL DAY

Type of Programming	Hours Per Day	Percentage of Broadcast Day
Public School .....	46.44	52.8%
Teacher Staff Development .....	4.14	4.8%
General Education .....	3.00	3.3%
Children's Programs .....	4.55	5.5%
Professional Education .....	21.35	24.3%
Public Affairs .....	3.30	3.9%
Cultural .....	4.40	5.2%
TOTAL .....	88.40	100.0%
TOTAL NUMBER OF PROGRAMS: 175		

There can no longer be any doubt that educational television is a powerful and positive instrument for the upgrading of education at all levels. At this particular time in the development of education in South Carolina, educational television can play a major role. As subject matter is rapidly changing and becoming more complex, ETV is capable of providing vast resources to the



state's teachers, thus helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all students. ETV can undergird education at all levels and insure the availability of uniform learning resources and standards, something that cannot be guaranteed in any other way.

## **Educational Radio**

### **Summary**

In September 1972, the first of a planned statewide network of FM radio stations signed on in Greenville. By 1976-77, four stations were in full broadcast operation: WEPR-FM 90.1 in Greenville; WSCI-FM 89.3 in Charleston; WMPR-FM 88.1 in Sumter; and WLTR-FM 91.3 in Columbia. An additional station, WVPR-FM 88.9 in Rock Hill is scheduled to go on the air in early 1978. All stations are 100,000 watts in power.

Despite the enormous capabilities of ETV's statewide open circuit and multi-channel closed circuit television systems, requests for service from groups throughout the state are rapidly expanding. Educational radio provides an additional means of satisfying these needs.

Thoughtful selection of services and uses for radio can enhance the medium's unique capabilities, and its possible limitations as a communications device are balanced by radio's ease, flexibility and low production costs. Some instructional courses, such as music and literature, are ideally suited for radio. S. C. Educational Radio is continually being improved and upgraded, and the multi-channel approach can be carried over from television to allow special "closed circuit" radio programming. In South Carolina, the use of a radio sub-channel to provide programming for the visually handicapped (as described in following paragraphs) offers a unique service to the state.

Main channel programming provides instructional broadcasts each weekday from 8:30 a.m. to 3:00 p.m. Teacher staff development programming is also offered. Early morning, late afternoon and evening broadcasts bring informational, educational and cultural materials to the general public.

In 1976-77, the S. C. Educational Radio Network produced its first series for broadcast around the country on National Public Radio (NPR). Entitled AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, the critically-acclaimed series was selected as the winner of a 1976 George Foster Peabody Broadcasting Award, the only public radio programming to be so honored in 1976. In making the announcement, the Peabody Advisory Board



recognized the series as a "pioneering effort in perpetuating a native American music."

### **Instructional Radio for the Public Schools**

In February 1976, instructional radio for grades K-12 began a full school day broadcast schedule, with 20 courses being offered over S. C. ERN through the State Department of Education's Office of Instructional Television and Radio.

Although a relative newcomer to South Carolina, instructional radio has been a part of the educational communications industry for some time. The first such station, WHA, was established in Madison, Wisconsin in 1919. Internationally, radio is used as an instructional tool in Canada, Great Britain, India, Japan, Sweden, Africa, Korea and Australia.

Through the uniqueness of the medium, radio has been used successfully to teach subjects ranging from mathematics and mechanical drawing to dental hygiene and music appreciation. Indeed, radio makes several special contributions to the learning experience. It involves the student by stimulating his imagination, helps to teach listening skills, brings immediacy into the classroom, implements the newest curriculum approaches, and permits a variety of formats.

Instructional radio is designed to be a flexible medium to fit in with the varied types of classroom arrangements, approaches, and schedules that exist across the state. Radio can be used with a group of students with common needs. Grade levels for series are never announced on the air, so the teacher is encouraged to select advanced series for the gifted and appropriate programs from lower levels for students with learning deficiencies. Radio brings a pleasant experience to those students who have learning disabilities. There is no pressure to read and write during a radio broadcast. As long as a child has adequate hearing, radio can bring a successful experience into his/her life. "Radio Time" often provides a mutual experience for students on all levels.

One of the most popular aids in the utilization of instructional radio is the listening station with headphones. Many radios have an audio output jack which enables a group of students to listen to a program while the teacher works with another group. Jacks can be added to radios rather easily and inexpensively. If the teacher has taped a program during its broadcast, listening stations can be used with audio tape recorders.

Large-group listening is appropriate with many instructional radio programs, and teachers may find that the dramatic format of many programs sparks lively post-broadcast discussions.

In 1976-77, approximately 70 percent of South Carolina's schools were in broadcast coverage areas for instructional radio. As of May 4, 1977, over one-fourth of schools in the coverage area reported active utilization of instructional radio. The growing acceptance and enthusiasm for this resource is evidenced by a dramatic increase in utilization figures.

#### INSTRUCTIONAL RADIO UTILIZATION

	1975-76	1976-77	Percent of Change
Schools Using .....	92	232	152.17%
Instructional Radio Students .	10,502	20,277	93.08%
Series Enrollment .....	23,938	49,401	106.33%
Instructional Radio Teachers .	244	599	145.49%
Instructional Radio Classes ..	966	2,025	109.61%
Number of Radio Sets .....	153	609	298.04%

Twenty instructional radio series were offered over S. C. ERN during 1976-77, and twenty-nine were scheduled for 1977-78. These series were acquired from other instructional radio producers and were evaluated by students, teachers, administrators, and curriculum consultants to ascertain their effectiveness and relevance for South Carolina. All offerings received the approval of the S. C. Board of Education.

Local production is now underway for instructional radio. Programming areas were outlined by the Regional and State Advisory Councils for ITV and Radio and supported by the State Department of Education's curriculum development section.

South Carolina's instructional radio has received national recognition, most recently cited as a "model" in the Corporation for Public Broadcasting's Carlisle Report on instructional broadcasting.

#### Educational Radio for the Blind

The S. C. Educational Radio Network offers a unique service for blind and visually handicapped citizens of South Carolina. Known as Educational Radio for the Blind, this programming is broadcast over a special sub-channel of the four S. C. ERN stations: WEPR-FM in Greenville, WMPR-FM in Sumter, WSCI-FM in Charleston and WLTR-FM in Columbia. The programming is

heard through the use of specially tuned receivers which are issued to qualified individuals by the S. C. Commission for the blind.

The blind network began when WEPR signed on in 1973; WLTR, the latest station to begin service, brings the present number of listeners to approximately 600.

A major aim of the sub-channel programming is to answer the special educational needs of its blind listeners. With a variety of programs, the service provides: career and employment information; practical knowledge including consumer information, tips on repairs, recipes, etc.; information for the aging; reports from the Medical University of South Carolina; a chapter-by-chapter reading from a selected book; and programs for young listeners. The sub-channel keeps its listeners informed on happenings in the world around them with daily readings from local, state and national publications.

Future plans call for use of the blind network as a teaching tool, with programs prepared by qualified instructors from the Commission for the Blind and individual followup by counselors who will check on a listener's progress in his or her home. A telephone access service was also planned for the fall of 1977, allowing listeners to question program guests by calling a toll-free number.

Educational Radio for the Blind is on the air each Monday-Friday from 9:00 a.m. to 9:30 p.m. and each Saturday from 9:00 a.m. to 1:00 p.m., a total of 65 hours a week. Plans for the fall of 1977 called for extended broadcast hours on weekends, to increase total programming to 80 hours per week.

A milestone in radio communications, S. C. ERN's programming for the visually handicapped was the third of its kind to be offered in the United States and the second to be sponsored by a state government agency.

### **Satellite Communications**

On December 6, 1976, an historic event took place throughout the southeastern United States that promises to have a vital impact on education in South Carolina and across the nation. On that date, an educational television program produced at ETV studios in Columbia was transmitted via satellite to more than 50 public television stations in the Southeast. This was the first step in an historic educational experiment using a NASA Communications Technology Satellite (CTS) to transmit ETV programs from Columbia to stations in fifteen states.



As flagship for the Southern Educational Communications Association (SECA), S. C. ETV is in the forefront of this first large-scale use of satellites to interconnect an entire region of the United States. A landmark in modern communications technology, this new step can make televised instruction available to schools in even the remotest areas; it may well revolutionize education in the United States and around the world.

The advantage of satellite communications over land-based communications lies in the ability of the former to transmit more programs at a time and to do so at less cost. The system is made up of two parts: an "uplink" and a "downlink." In the uplink mode, television programs are beamed from special origination terminals such as the one located at ETV headquarters in Columbia, to a satellite orbiting in space. In the downlink mode, these programs are then relayed from the satellite to special receivers on the ground. Thus satellite technology will permit reception of instructional programs in even the remotest areas of the state and nation, making quality educational opportunities available to every man, woman and child.

South Carolina ETV will be participating in satellite experiments throughout this initial testing phase, thus assuring that South Carolinians will be among the first in the nation to enjoy the benefits of this communications advance, utilizing tomorrow's technology to improve education today.

### **Statewide Weather Service**

In December 1976, South Carolina became the second state in the nation to have a statewide weather information system. Operated by the National Weather Service (NWS) in conjunction with ETV, this service offers continuous weather information to South Carolinians as well as emergency weather warnings.

The service is transmitted from six radio stations located at ETV stations around the state; these stations are part of a system being installed nationwide by the Commerce Department's National Oceanic and Atmospheric Administration (NOAA), parent agency of NWS. The stations transmit on one of three different frequencies; broadcasts can be received on inexpensive "weather band" receivers or on multiband AM/FM receivers that include the weather frequency.

The NOAA round-the-clock broadcasts include the latest weather observations and forecasts, river and flood forecasts, special weather reports for agriculture and, most importantly, immediate warnings to the public of such hazardous conditions

as tornadoes and hurricanes. "Warning alarm" receivers — an especially valuable device for schools, hospitals, nursing homes, public safety agencies and news media offices — are available which sound an audible alarm automatically (as activated by an internal signal from NWS) when threatening conditions exist.

The NOAA Weather Radio System is the sole government-operated radio system to provide warnings directly into citizens' homes of both natural disaster and enemy attack. In the event of such enemy attack, the NOAA system would supplement warnings by sirens and commercial radio and television.

### **ETV Commission Objectives**

The South Carolina ETV Commission has a number of major objectives and responsibilities to the people of South Carolina. Despite past success in meeting these responsibilities, the Commission strives constantly to find more and better ways to fulfill its objectives. They include:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institution training, food service, and any others as the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, informational programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education — whether it be a school, college, museum or television station — is to provide general information reflecting knowledge of and interest in the world.

## V. EVALUATIONS OF ETV

### South Carolina System Praised

Many leaders in education and broadcasting have commended the accomplishments of the South Carolina ETV system. In a recent visit to South Carolina, Alan Pifer, president of the Carnegie Corporation, said, "Everywhere we go, we are told that South Carolina is the model for what educational technology should and can do in meeting educational needs of our changing society. What you are doing here, from satellite transmission to the broad use of electronic technology, makes you truly a pioneer in educational broadcasting." Chairman of a task force which is studying public broadcasting, Pifer visited the ETV Center in Columbia as part of a nationwide study to reassess the role of public broadcasting in answering the nation's informational and educational needs.

Public Broadcasting Service (PBS) President Lawrence K. Grossman said, "I am amazed at the amount of programming you are transmitting here in South Carolina through your open and closed-circuit networks. It's easy to see why you have been acknowledged the leader in educational broadcasting for so long. The rest of the country is just beginning to catch up."

Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, commented: "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system." Dr. William L. Bowden of the Southern Regional Educational Board said, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

### Studies Commend South Carolina Achievement

#### Carnegie Commission Study

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.



### **Cresap, McCormick & Padget Report**

The *Cresap, McCormick & Padget Report* recommended, "The State should seek a major expansion in the use of television facilities for instruction and teacher in-service training."

### **Joint Legislative Study Committee's Report**

The *Joint Legislative Study Committee's Report* stated, "The progress of South Carolina Educational Television during the past year is a worthy source of satisfaction to the people of the State. The evidence of cooperation between ETV and related agencies is firming the foundation for more complete and effective use of this relatively new medium. The Television Commission and leadership responsible for its development are to be congratulated for continued persistence and flexibility in seeking to make this medium an effective tool for improvement of the state."

### **Moody Report**

The *Moody Report* recommended, "Greatly expanded school use of educational television, one of South Carolina's great resources." The report put special emphasis on the use of ETV in the preschool and kindergarten programs.

### **South Carolina Education Association Survey**

A recent *South Carolina Education Association Survey* entitled "Profile of the South Carolina Public School Teacher" gave a high rating to ETV, revealing that:

- . . . 82% of South Carolina teachers feel ETV is a good to excellent in-service educational medium.
- . . . 79% of South Carolina teachers feel ETV is a good to excellent instructional medium for the teaching of math and science.
- . . . 69% of South Carolina teachers feel ETV is a good to excellent medium for the teaching of social studies and literature.
- . . . 90% of South Carolina teachers feel ETV is a good to excellent educational and cultural medium for the public.

### **Teacher Attitude Survey**

The *Teacher Attitude Survey*, conducted by Dr. Lark O. Daniel, Ph.D., San Diego State College, backed up the SCEA Survey, stating, "The elementary and the secondary teachers of South Carolina have a very positive attitude toward televised instruc-

tion, hold the procedures and products of the South Carolina ETV Center in high regard, and consider instructional television to be an integral and important aspect of the education of the children in this state. From such a solid base as this, it is to be expected that educational television will serve an increasingly important role in the educational institutions of the State of South Carolina."

#### **Medical College of S. C. Survey**

The *Medical College of South Carolina Survey* reported, "South Carolina physicians overwhelmingly endorse the medical training program now in its eighth year on ETV. Eighty percent of doctors responding to a Medical College of South Carolina survey indicate they have seen more than half of the programs offered and consider them to be very worthwhile."

#### **Law Enforcement Survey**

The *Law Enforcement Survey* states: "The ETV program has been successful, in relation to the law enforcement officers of South Carolina, in a number of ways. First, using televised instruction as the teaching medium, it has achieved its primary mission of increasing the competency of the law enforcement officers. Both their knowledge and their skills may be expected to have been improved as a result of participating in the program. Second, the attitude of the average officer toward the job of law enforcement has become more positive as a by-product of the ETV programs. It is reasonable to expect that with increased knowledge comes a greater sense of professionalism. There are many other positive results of the ETV training project which you will find discussed in the Report."

#### **ETV Audience Surveys**

An *ETV Audience Survey*, conducted by the University of South Carolina's College of Journalism in the spring of 1977, indicated that 62 percent of South Carolina families queried watch ETV. The survey was conducted in seven communities — Columbia, Charleston, Greenville, Florence, Sumter, Beaufort and Allendale-Barnwell. In contrast, an earlier survey showed 50 percent of Columbia households watched ETV. Recent coincidental surveys and samplings for individual programs also indicate that ETV viewership is on an upward trend. A special statewide survey on the highly successful, award-winning JOB MAN CARAVAN indicated that 70 percent of the target audience watched the series.

## **The Governor's Management Review Commission Report**

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the State through the extension of additional closed-circuit multi-channel transmission capabilities.

## **The New York Times**

An article in *The New York Times* dated March 2, 1975 declared that: "It will come as a surprise to a great many northerners to learn that South Carolina enjoys probably the most outstanding educational television network in the entire country. Since its inception 17 years ago, South Carolina Educational Television (ETV) has been winning awards, pioneering new techniques and broadcasting so large a number of high quality instructional programs . . . that it has been studied by representatives from all 49 other states and served as a model for similar systems in London and Glasgow."

## **Reports by ETV to the Public**

ETV has in the past few years reported on its activities to the Budget and Control Board, the Governor, the General Assembly, and the people in many ways and publications. Among the most appropriate and current of these are the following:

*South Carolina Instructional Television Resources, 1973-74.*

*Educational Television, "Police Training via ETV — From Crime to Court in South Carolina."*

*The South Carolina ETV Network.*

*Educational Television, "South Carolina ETV Network Joins With University of South Carolina to Offer New Opportunities for Businessmen Via ETV."*

*Educational Television, "South Carolinians Find Jobs Via ETV."*

*Supermarket To Satellite, Progress Report, South Carolina ETV Network The Decade of the Sixties.*

*Educational Communications in South Carolina, Long-Term Projection, 1970.*

*South Carolina ETV Guide, Monthly.*

*Prescription For Future Shock, 1973.*

*Annual Reports.*

*ITV Newsletter, four times a year.*

*Forecast: Higher Education, four times a year.*



*Cultural Calendar, Monthly.*

*ITV Staff Development Schedules, September-May.*

## VI. ETV AWARDS

National Academy of Television Arts and Sciences 1969-1970 Station Award

National Academy of Television Arts and Sciences 1970-1971 Station Award

National Academy of Television Arts and Sciences 1974 Emmy for INSIDE/OUT (Instructional Television)

National Conference of Christians and Jews Mass Media Brotherhood Award

Ohio State Award for SPORTSMANLIKE DRIVING

Ohio State Award for ELECTRONICS AT WORK

Ohio State Award for CHEMISTRY

Ohio State Award for SOUTH CAROLINA HISTORY

Ohio State Award for IT'S A NEW SOUND

Ohio State Award for THE GIFT OF THE MAGI

Southern Educational Communications Association Award for Outstanding Instructional Television for THE GIFT OF THE MAGI

Alfred P. Sloan Radio-TV Award for Distinguished Public Service in Highway Safety

Southern Educational Communications Association Award for Excellence in Instructional Programming

Southern Educational Communications Association Certificate of Merit for Public Television Programming

American Express Police Science Award for the South Carolina ETV Law Enforcement Training Program

U. S. Department of Health, Education, and Welfare Citation for Outstanding Contribution to Health Mobilization Program

Corporation for Public Broadcasting Award for Excellence in Community Relations

American Automobile Association Commendation for SPORTSMANLIKE DRIVING

National Federation of Music Clubs Award of Merit, 1971

National Federation of Music Clubs Award of Merit, 1974

South Carolina Education Association School Bell Award

American Society for Training and Development Public Service Award for EFFECTIVE SUPERVISION

Ohio State Award for VANISHING TOWNS

The Scripps-Howard Foundation Award, 1974

- Southern Educational Communications Association Award for Creative Production for PLAY IT AGAIN, UNCLE SAM, 1974-1975
- Southern Educational Communications Association Award for Best Public Television Program for PLAY IT AGAIN, UNCLE SAM, 1974-1975.
- Southern Educational Communications Association Award for Community Service for PLAY IT AGAIN, UNCLE SAM, 1974-1975
- Southern Educational Communications Association Certificate of Merit in Public Television Programs for VANISHING TOWNS
- March of Dimes Certificate of Appreciation
- The Public Television Library Certificate of Recognition for VANISHING TOWNS
- The Association for Educational Communications and Technology of South Carolina's Annual Outstanding Program Award for the Program CERTIFICATE RENEWAL AND GRADUATE CREDIT IN-SERVICE FOR TEACHERS
- International Paper Company Award for Excellence for Creative Accomplishments in the Field of Graphic Arts, for publication of *ETV Guide* and *1975-76 ITV Resources Book*
- Columbia Communicating Arts Society, First Place, Documentary Film Division, in First Annual Show, for A FOREST IS WHERE YOU GROW IT
- South Carolina Commission for the Blind's Outstanding Benefactor to the Blind Award
- South Carolina Association for Educational Communications and Technology, Award for Educational Communications and Technology, Award for Educational Programming for the Blind
- Eleventh Chicago International Film Festival's Silver Plaque Award for THE RENAISSANCE MAN
- Columbia Advertising Club Addy Award for THE NEW LIFE, 1976
- Southern Educational Communications Association Award for Best Public Television Series for STUDIO SEE, 1975-1976
- Southern Educational Communications Association Award for Best Creative Production in Instructional Television for THE JOURNEY, 1975-1976
- United States Industrial Film Festival's Certificate for Creative Excellence for REASON ENOUGH
- Freedom Foundation's Valley Forge Certificate of Honor for the nine-film series FREE ENTERPRISE ECONOMICS, 1975

American Society for Training and Development, Honorable Mention for FREE ENTERPRISE ECONOMICS  
 International Paper Company Certificate of Excellence for publication of *A Garden for All Seasons*  
 Printing Industries of the Carolinas Association, Second Place Award of the poster, "Bike Back into the Revolution"  
 Columbia Advertising Club Addy Award, First Place for the film *Long Road Home*, 1977  
 Columbia Advertising Club Addy Award, Citation of Merit for poster, "The Booze Game," 1977  
 George Foster Peabody Broadcasting Award, 1976, for the radio series AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS  
 American Advertising Federation's Third District Addy Award, First Place for *Long Road Home*, 1977  
 Southern Educational Communications Association Special Certificate of Merit for STUDIO SEE  
 American Advertising Federation National Award, Citation of Excellence for *Long Road Home*, 1977

## VII. ETV ORGANIZATIONAL STRUCTURE

### Administration and Finance

The major function of the Administration section is to assist the General Manager in the coordination of all Divisions and Departments by providing necessary planning, personnel, public information, publications, radio, and other services. The major function of the Finance section is to assist the General Manager in the financial management of the agency, including budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, preparation and distribution of payroll, and approval of expenditure of funds.

### Division of Continuing Education

The Division of Continuing Education is responsible for programming development, content, and scheduling. In addition to serving the public school educational system of the state, ETV assists in many projects with higher education, including Medical University and Technical Education as well as continuing education and adult education. Likewise it helps to meet the educational needs of state agencies by advising, producing and distributing instructional materials over the Network or in vari-



ous other technological formats. Another function of ETV is to serve local community needs by offering a variety of programming for at home viewing in the areas of the performing arts, including projects in classical drama and literature, as well as other types of classical broadcasts, children's programming, and public interest programs. The ETV Network is the outlet in South Carolina for the programs of the National Public Broadcasting Service — programs provided at no cost to the state.

### **Division of Operations**

There are three major functions of the Division of Operations. The first is to combine the technical and artistic elements of the television medium to produce educational television programs for the varied programming objectives of the Network. The second major function is to combine the technical elements involved in transmission of television programs by open and closed circuit to deliver programs to schools and the citizens of the state. This function includes operation of the five broadcast transmitters at various locations throughout the State and the construction of additional stations. The third major function of the Division of Operations is to provide for appropriate scheduling functions of all of the transmission resources of the ETV Commission and to supervise quality control functions in both the transmission and production areas. In carrying out these functions, the operation and maintenance of a large amount of technical equipment including video tape machines, color cameras, and broadcast transmitters is required.

### **Division of Special Services**

The major functions of the Division of Special Services are to provide assistance to schools, institutions and other facilities with the design, purchase, installation, maintenance and replacement of appropriate types of receiving systems necessary for reliable quality reception of ETV programs; to manufacture the printed and other supplementary materials; and to provide other efforts necessary to coordinate the use of ETV resources in the schools. Specific areas of responsibility include: the development, installation and evaluation of the statewide emergency warning system; the development, installation, and evaluation of the statewide closed circuit expansion for higher education, public schools, professional organizations, state agencies and the medical network; constant maintenance and

evaluation of the ETV trouble reporting center; implementation of the Occupational Safety and Health Act; to provide the essential mechanical and supplemental services necessary to the effective performance of the staff, including printing, shipping and receiving, building maintenance and development, inventory control, utilities, shop, office supplies and equipment, transportation and telephone communications.

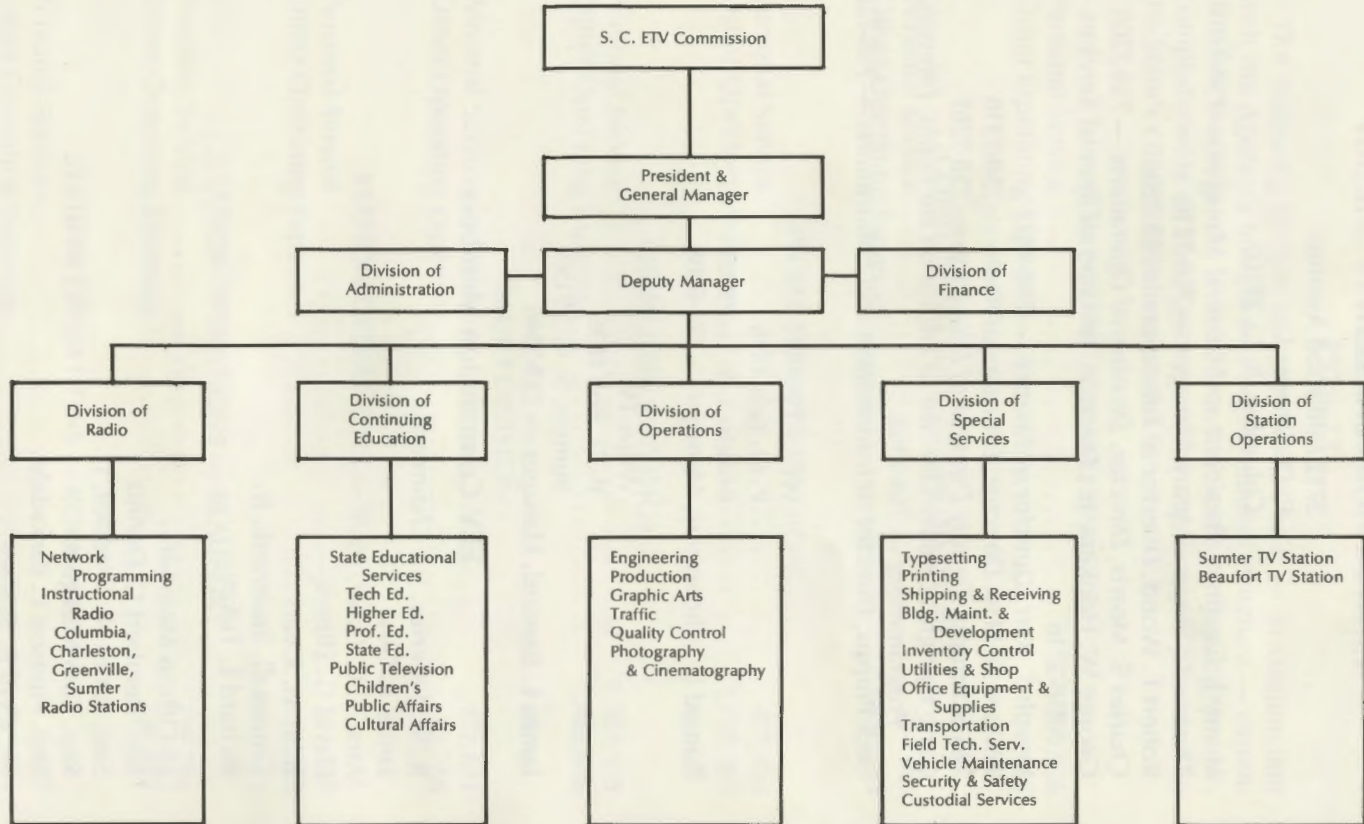
### **Division of Station Operations**

This division consists of educational television stations in Beaufort and Sumter which have local production facilities as well as an educational radio station in Sumter with limited production facilities. WJWJ-TV, Beaufort; WRJA-TV, Sumter; and WMPR-FM, Sumter are able to provide instructional television or radio programming to areas heretofore unable to pick up an ETV signal and others picking up only a fringe signal. In addition, for those schools in areas picking up two ETV signals, two different program choices are available, making the total system more effective. These stations also enable the Network to dramatically increase its production capabilities at a more economical cost than expanding at the Network level. The portable equipment utilized at the regional stations enables these stations to join in with the network for wider and more efficient coverage of statewide events.

### **Division of Radio**

The Division of Radio consists presently of four Educational FM Radio stations: WEPR in Greenville, WSCI in Charleston, WMPR in Sumter, and WLTR in Columbia. The division is responsible for programming development and production, content and scheduling — of instructional radio programs for the state's public schools, staff development programs for teachers, and educational, cultural and public affairs programming for the general public. In addition, the Division of Radio provides special sub-channel transmission for visually-handicapped South Carolinians, in cooperation with the S. C. Commission for the Blind. Local production facilities at each station are responsible for meeting the needs of their coverage areas and providing programming in response to these needs. The S. C. Educational Radio Network is the state's outlet for programs of National Public Radio, provided at no cost to the state.

# Organizational Chart





## ETV Staff

2712 Millwood Avenue  
P. O. Drawer L  
Columbia, S. C. 29250

Henry J. Cauthen, *President and General Manager* — 758-7201

Thomas L. Stepp, *Deputy Manager* — 758-7210

Robert E. Wood, *Director of Education* — 758-7206

Charles S. Morris, *Director, Division of Operations* — 758-7208

George W. Hopkins, Jr., *Director, Division of Special Services* —  
758-2716

Joseph T. Karr, *Director of Finance* — 758-7222

William D. Hay, *Director, Educational Radio* — 758-7318

Rex Schnupp, *Deputy Director of Education* — 758-7261

Gene Upright, *Deputy Director of Education for Public Television  
Programming* — 758-7333

Dick Phipps, *Director of Information and Publications* — 758-7284

WJWJ-TV  
P. O. Box 4516  
Beaufort, S. C. 29902

Ronald L. Schoenherr, *Manager* — 524-0808

WRJA-TV  
P. O. Box 1836  
Sumter, S. C. 29150

James L. Barnard, *Manager* — 733-5546

## ETV Commission Members

R. M. Jefferies, Jr., *Chairman*

James L. Guy

Mrs. T. C. Cox, Jr.

David G. Ellison

John M. Rivers

Cordes G. Seabrook, Jr.

Richard E. Tukey

Ex-Officio Members:

Sen. Rembert C. Dennis

Sen. James M. Waddell, Jr.

Rep. Tom Mangum

Rep. Hudson L. Barksdale

Dr. Cyril B. Busbee

## VIII. S. C. ETV COMMISSION BUDGET 1976-77

The following budget statistics reflect how — in conjunction with the Agency's budget and organizational structure — expenditures were made to achieve the goals and program accomplishments of the Agency and of the services provided to the State's citizens herein reported.

### ADMINISTRATION AND FINANCE

Personal Service .....	\$ 399,926
Other Operating Expenses .....	418,865

### CONTINUING EDUCATION DIVISION

Personal Service .....	504,985
Other Operating Expenses .....	1,059,795

### SPECIAL SERVICES DIVISION

Personal Service .....	477,128
Other Operating Expenses .....	3,715,363

### OPERATIONS DIVISION

Personal Service .....	1,351,135
Other Operating Expenses .....	1,482,696

### RADIO DIVISION

Personal Service .....	172,631
Other Operating Expenses .....	68,786

### STATION OPERATIONS — SUMTER

Personal Service .....	228,743
Other Operating Expenses .....	159,205

### STATION OPERATIONS — BEAUFORT

Personal Service .....	219,704
Other Operating Expenses .....	138,695

### STATION OPERATIONS — ROCK HILL

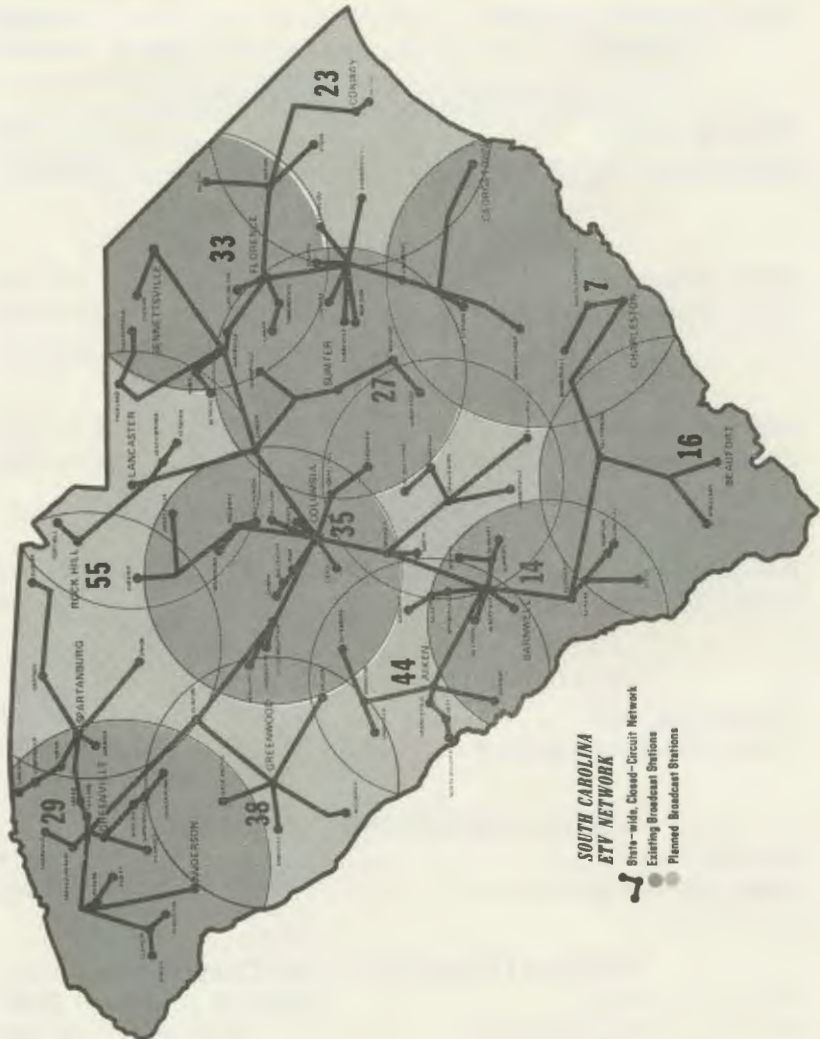
Personal Services .....	7,847
Other Operating Expenses .....	17,544

### \*EMPLOYEE BENEFITS

State Retirement .....	14,677
Social Security .....	10,240
Health Insurance .....	5,408
<b>TOTAL EXPENDITURES .....</b>	<b>\$10,453,375</b>

\* Non State Appropriated Funds

## IX. NETWORK MAP





## X. SUMMARY, 1976-77

The major purpose of the South Carolina Educational Television Commission is to provide the state's children with the best possible educational opportunity. ETV has provided the best instruction wherever its service reaches, and that instruction has been enhanced with the proven capabilities of television to capture a child's attention and imagination and to focus his or her mind on learning. Television teaches children — in and out of school, day and night. ETV's task is to capture the benefits of television for teaching and learning and to extend them to all South Carolinians.

Recent legislation aimed at equalizing educational opportunity through reorganized school financing expresses the desire of the people and of the General Assembly to make quality learning resources available in every part of the state. For nearly two decades, ETV has been accomplishing much of that objective. ETV has made available an equal opportunity for learning wherever children and teachers have been able to receive its courses. The effectiveness and economy of ETV have long been clearly established, even though the basic transmission system, designed long ago to provide services to the entire state in the most economical manner, has not been completed. The major role of the South Carolina Educational Television Commission has always been to apply the cost effectiveness and learning enhancement of educational television to the educational needs of the state. Providing increased use of ETV courses, and thereby further enhancing this cost effectiveness, will be a major ETV objective for the future.

South Carolina spends only 1.25 percent of its education budget on ETV. For that minor portion of overall expenditures, ETV has reached out to improve the quality of service to every level of education in the state.

ETV's primary area of service is education from kindergarten through twelfth grade classrooms. In 1976-77, 9,637 individual teachers in South Carolina used ETV with their classes. Teachers who use ETV have recognized the value of providing its dynamic teaching assistance to as many students as possible. Where full ETV service is available, students use a number of ETV courses.

ETV is in ever-increasing demand. In 1976-77, total ETV enrollment increased 20 percent over the previous year (over a 13 percent increase the year before, over a 25 percent increase the year before that). In just four years, ETV classroom enrollment has nearly doubled. The precise data is that 295,312 individual

students used ETV, generating a total ETV course enrollment of 1,316,623. Thus, individual student enrollment increased 8.5 percent and total ETV course enrollment increased by 20 percent. (By definition, individual student enrollment counts any child who uses one or more ETV courses once; total ETV course enrollment counts the total number of students in all ETV courses — thus, if a student takes two courses he would be counted two times.)

A most innovative facet of ETV in-school broadcasting in recent years has been in the field of educational radio. This inexpensive, multi-faceted tool can supplement and enhance television; frequently it is more effective in imparting information and stimulating the imagination of the school child than other audiovisual techniques. The school year 1975-76 was the first full year of instructional radio service in South Carolina's public schools, and 1976-77 was the first year during which teachers had an opportunity to become significantly familiar with radio courses and the potential of educational radio in their individual classrooms.

The statistics speak for themselves: In 1975-76, 92 schools used educational radio; in 1976-77, 232 schools took advantage of radio's potential as an educational tool. In 1976-77, the number of individual instructional radio students increased by 93 percent, and total series enrollment more than doubled, with an increase of 106 percent. To be precise, in 1976-77, 20,000 individual students were taught by instructional radio, generating a total course enrollment of 49,401. As teachers have become aware of the potential of instructional radio, the number utilizing this service in their classrooms increased from 244 to 599. These achievements have occurred irrespective of the fact that there are still only four radio stations in the South Carolina ETV system and only a portion of the schools in the state can receive radio service at all.

A second major objective of ETV is to provide increased and improved opportunity for higher education — and, particularly, to provide this opportunity for students living in areas where they could not otherwise continue their education. The number of ETV higher education courses increased from 66 to 76 during 1976-77. Students continue in the Master's degree programs in business and engineering courses — studying at night at TEC centers around the state while maintaining productive jobs in the state's geographically-spread economy. Some courses are offered on open circuit, so that students can receive college credit at home, without having to attend local community classes.



Courses in undergraduate business, education, math, computer science, general studies, health education, and other areas are offered in addition to the nationally-pioneering Master's degree programs in business and education.

Many ETV college credit courses are very useful to teachers in maintaining their certification and in improving their professional standing. However, another major facet of ETV's continuing effort involves providing a wide range of in-service educational opportunities for teachers. Staff development courses can be taken by teachers in their own schools or homes; many of these courses are available for college or certification credit. South Carolina teachers have a very positive attitude toward using ETV, and this attitude is reflected by the numbers of teachers who utilize these staff development courses. In 1976-77, 5,001 teachers took continuing professional education courses on ETV.

In an additional area of higher education involvement, the ETV station in Sumter continued its close cooperation with Winthrop College in the production of college level courses for use in the Rock Hill area. During 1978, portions of this activity will be transferred to the Rock Hill station, which will begin limited operation in January 1978. Five courses have been produced with Winthrop College to date — in English, American government, home economics, psychology and history.

During 1976-77, ETV continued its close cooperation with an independent consortium of seven private colleges. This group received a matching grant from the Ford Foundation to study the feasibility of sharing teachers and courses through educational television. The consortium is the first of its kind in the nation. Combined student enrollment of the seven schools is approximately 9,000; the potential for the delivery of educational materials through television is virtually limitless.

In 1976-77, ETV produced and distributed 34 new programs in conjunction with the State Board for Technical and Comprehensive Education. Twenty-three of these programs were centered on the unique "talk-back" capability of the Network. This system of two-way communication allows for a dialogue between student and teacher, creating a "seminar" atmosphere. "Talk-back" is also used with many higher education courses, including the Master's Degree in Business Administration series. These University of South Carolina courses in business are taken at TEC centers, which house the "talk-back" equipment — thereby providing the state with an exemplary program of inter-agency cooperation, economy of teaching, non-duplication of effort,



and clear evidence of how such agencies as ETV, USC and TEC can and do work cooperatively for the best interests of education in the state. It is expected that new areas of cooperation with TEC will begin in 1977-78, including instruction in such areas as banking law and computer technology for business and industry.

Since 1961, when ETV pioneered in the continuing education of doctors, education for all types of medical professionals has been a major service objective of the Commission. This service continues to demonstrate its worth through increasing, voluntary enrollment in ETV courses by medical professionals. Use of this service has grown from 8,875 in 1974-75, to 13,284 in 1975-76, to an estimated 15,000 in 1976-77.

A major achievement of ETV in 1976-77 was the completion of the inter-connection between the Medical School of the University of South Carolina in Columbia with the Medical University of South Carolina in Charleston. There is no more efficient way to share faculty, learning resources and medical information. Medical students enrolled in each institution will benefit from the enriched instruction available *only* through the combined resources of both institutions. Teaching hospitals in Greenville and Spartanburg are also being included, to permit an even more comprehensive sharing of resources. Every member of the medical profession — from physician to paramedic — can benefit from the continuing education programming which will be generated because of this inter-connection and distributed throughout the state on existing ETV lines.

In the field of health education, this technical interconnection will be utilized for undergraduate medical education by both institutions; for residency programs at smaller hospitals to increase instruction and encourage physicians to settle in less populous areas of the state; for graduate medical education; for continuing training of allied health workers, nurses and other paramedical personnel working in hospitals; for coordination with and input to TEC and other associate degree medical and scientific programs; and for continuing education in hospital administration.

Nearly 750 medical programs were distributed to 29 teaching hospitals over ETV's closed circuit system in 1976-77. Special programs produced during the year included more than ten hours for DHEC, programs such as the lab technician review seminar for the Medical University, programs for the S. C. Pharmaceutical Association, and such special projects as hospital programs on social work and a drug evaluation film for the De-

partment of Social Services. Currently underway is production of a major series of 40 programs in Emergency Medical Training for DHEC.

ETV has used both radio and television to provide other health-oriented services to the state. Weekly series on both radio and television were broadcast for the health education of the public. Additional courses were telecast for the education of dentists. And, reaching out to help alleviate the fears of young children faced with the frightening prospect of surgery, ETV broadcast a special series of programs for these children with a very special need.

The ETV law enforcement training series continued, serving approximately 3,500 law enforcement professionals each month. This is an excellent example of the application of television to eliminate time and expense while keeping officers up-to-date on the latest techniques and court decisions which directly affect their daily operations. The retirement of the series' producer, E. Fleming Mason, in 1977 underscored the pioneering nature of South Carolina's use of television for law enforcement training and the need to continue such training in years to come.

Continuing professional education in the area of business and industrial training continues to be targeted for approximately 50,000 managers and workers per year. Many of these courses have such worth for South Carolina's industry that individual corporations pay the cost of developing and transmitting the lessons in good management. Further, programs for adults designed to teach the skills essential to functioning in society — the basics of reading, math, job application techniques, etc. — have continued. This service of ETV is carried on both in organized classes specifically geared to achieving a high school equivalency certificate and for more general audiences with specific learning skills needs.

In 1976-77, ETV continued its service to other departments and agencies of state government; the number of agencies served increased from 47 to 71. Such service will continue in 1977-78 and 1978-79, when it is estimated that 85 agencies will be served. Recent services to state agencies have ranged from the production of television and radio programs to the production of films, to providing special educational services such as classes via multi-media, film videocassette, broadcast transmission, closed circuit transmission, slide-tape presentations, audio tapes, radio transmission, and printed materials.

Perhaps the most important area of ETV's service to state government continues to be the utilization of the closed circuit sys-

tem to hold meetings and workshops via electronic communications technology. Such meetings are directed by agency officials from ETV facilities in Columbia, while participants simply go to one of the regional centers equipped with television talkback. Comments and questions are exchanged via the talkback facility between participants and leaders. By eliminating travel time, per diem and energy costs for these meetings, it is estimated that ETV saves the state hundreds of thousands of dollars each year.

All students deserve the highest quality of learning resources, and ETV has worked for nearly two decades to help achieve this objective. Television provides the state with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the state's educational system and can reach all geographic areas. In this way, the best education is distributed to the widest possible population. ETV will continue to apply television and other telecommunications systems to the state's educational objectives in the broad service areas outlined within this report.



